

LUXURY AND LIFESTYLE TRAVEL MAGAZINE

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Emirates

finishes on a high at the
30th edition of ATM

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are two of the world's
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developments

Visit Maldives

for a Fun Family
Summer Holiday

Turkish Airlines
announced its strategic
plan for the next 10 years

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Editor's Letter

PATA: Strong tourism growth predicted for Asia Pacific in 2023 and continuing to 2025

The Pacific Asia Travel Association (PATA) has released updated forecasts for 39 destinations in the Asia Pacific region, indicating a significant increase in international visitor arrivals (IVAs) from 2023 to 2025.

According to the predictions, presented by Visa and developed with insights from Euromonitor International, the number of international arrivals to the region in 2023 is expected to range from 705 million under the mild scenario to 516 million under the medium scenario and approximately 390 million under the severe scenario.

Although the mild scenario surpasses pre-pandemic levels by 3.3 percent, the medium and severe scenarios fall short by about 25 percent and 43 percent respectively.

By the end of 2024, the mild scenario is projected to exceed the 2019 benchmark level of IVAs, with the medium scenario showing a 6.7 percent increase. Both scenarios continue to strengthen through 2025. However, under the severe scenario IVAs in 2025 are expected to remain around 10 percent lower than the 2019 level.

The report also gives detailed insights into each of the 39 destinations, focusing on source markets and changes in air capacity. Notably, mainland China is highlighted as a significant source market, with strong annual growth rates projected in 2023 across all scenarios. However, even under the severe scenario, arrivals from mainland China are expected to lag behind the 2019 peak by approximately six percent by the end of 2025.

These forecasts provide an in-depth analysis of the changing dynamics of travel and tourism in the region, enabling the formulation of appropriate strategies for the next three years.

Peter Semone, Chair of PATA, acknowledges the encouraging forecasts but also emphasizes the need for ongoing vigilance and operational flexibility due to existing

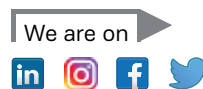
challenges. While the global pandemic stage of Covid-19 has subsided, it still requires careful management. Additionally, factors such as the conflict in Ukraine, a softening global economic outlook with rising inflation, and increased travel costs will satisfy the diverse demands of today's and tomorrow's travellers.

"PATA's forecasts offer the travel industry a much-needed and renewed sense of optimism after almost three years of border closures. Nonetheless, many headwinds lie ahead as traveller habits and preferences have changed substantially in a post-pandemic and hyper-digitalized world. The travel industry needs to understand the unique needs of travellers, many of whom are natives, to offer the flexible, novel, and personalized travel experiences that they have come to expect," said David Fowler, Head of Cross-border & Sales Excellence, Asia Pacific, Visa.

Visa has also established a new Centre of Excellence for travel in the Asia Pacific, aimed at assisting clients and partners in maximizing opportunities in the travel sector through data insights. Fowler further stresses the criticality of data-driven decision-making as travel recovery accelerates across the Asia Pacific region, enabling enterprises and local communities to react swiftly to changing circumstances.



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ITB India 2023

Marks a Major Success



ITB India held on 26 – 28 April 2023 in Mumbai, celebrated an impressive success as the first installment of a live on-site event. Co-located with MICE Show India, Travel Tech India, and the ITB India Conference, the annual trade show hosted top international buyers as well as high-profile exhibitors. The show served as a framework for business facilitation, with attendees worldwide making more than 5,200 business appointments.

ITB India 2023, the three-day B2B trade show and conference held in the Jio World Convention Centre, Mumbai, built the bridge to the Indian and South Asian travel markets with quality buyers

and international exhibitors. This is the first time ITB India was held as a live on-site event, bringing together key travel industry leaders and international exhibitors from various segments of MICE, Leisure, Corporate, and Travel & Technology.

"2023 is seeing a strong revitalization of the global travel market in all segments. We must capitalize on this trend and steer it towards the new, up-and-coming markets. With buyers and exhibitors from diverse verticals and destinations, ITB India spearheads the effort of showcasing the Indian and South Asian travel market to the global audience", says David Ruetz, Senior

Vice President, Messe Berlin.

The exhibition showed a strong presence of national tourism organizations (NTOs) including Atout France India, the German National Tourist Office, Saxony Tourism, the Tourist Office of Roissy, the Tourist Office of Spain, and Visit Sarajevo. International airlines, hotels, travel agencies, and tour operators were also highly represented with their products, including AVIS, Collinson Group, Fiji Airways, Mize, IDeaS, Prince Hotels & Resorts, TravelLine, Uzbekistan Airways, and Vietnam Airlines.

The ITB India 2023 Conference offered a holistic knowledge exchange



hub for more than 120 thought leaders of the industry. With more than 80 sessions divided into 3 theme tracks unified under the motto “Connecting you to the Indian travel market”, the conference totalled 35 hours of insight-

rich discussions on the topics critical to the future of MICE, corporate travel, leisure travel, and travel technology. Prominent speakers included representatives from Amadeus, BCD Meetings & Events, Cvent, CWT,

FCM Travel India, Google, Hotelbeds, Indian Hotels Company Limited (IHCL), ixigo, KAYAK, MakeMyTrip, Society for Incentive Travel Excellence (SITE), SOTC Travel Limited, Thomas Cook (India) Limited, and many more.

ITB India 2023 was organized in a strategic partnership with the Indo-German Chamber of Commerce. “We believe in building networks across borders and fostering mutually beneficial partnerships. Such partnerships can and should create a strong backbone for global sustainable economic growth and the development of new markets. ITB India is a powerful motor that drives the growth of the travel industry and helps its actors adopt the best global practices”, stated **Ms Sonia Prashar, Deputy Director General, Indo-German Chamber of Commerce.**

ITB India 2023’s successful launch emphasized the increasing interest in the Indian and South Asian travel markets from suppliers, buyers, and trade visitors alike. ITB India will be back on 11 – 13 September 2024, at Jio World Convention Centre. Super Early Bird Rates on booth registration for ITB India, MICE Show India, and Travel Tech India end on 15 May 2024.

Ministry of Tourism participates in the Arabian Travel Market (ATM) 2023

*Ministry of Tourism
showcases
“Incredible India”
and “Visit India Year
2023” campaigns at
the event*



Ministry of Tourism, Government of India, is participating in the Arabian Travel Market (ATM) 2023, being 'held from 01st to 04th May 2023 in Dubai, UAE. The Arabian Travel Market is one of the leading global events for the travel and tourism industry, attracting visitors and exhibitors from around the world. India's participation in the Arabian Travel Market 2023 is a significant step towards promoting India as a preferred travel destination among the Middle East and North Africa (MENA) markets. With its diverse culture, heritage, cuisine, natural beauty, Adventure, MICE, luxury, wildlife, and wellness, India is a popular destination for travellers seeking unique and authentic experiences.

The Ministry of Tourism is showcasing "Incredible India" and launched the Visit India Year 2023 campaign at the event, highlighting India's diverse tourism offerings and the country's commitment to sustainable tourism practices. The India Pavilion will showcase India's rich cultural and natural heritage, including its UNESCO World Heritage Sites, wildlife sanctuaries, and spiritual destinations.

The event will also provide an opportunity for the Ministry to strengthen ties with the Middle East and North Africa tourism industry, including travel agents, tour operators, airlines, and media representatives. The delegation will participate in various networking events, B2B meetings, and media interactions to promote India

as a tourism destination and establish partnerships with industry stakeholders.

India's participation in the Arabian Travel Market 2023 underscores the country's commitment to promoting tourism as a driver of economic growth and employment generation. The government of India remains committed to enhancing India's tourism infrastructure and promoting India as a world-class tourism destination.

The India pavilion was inaugurated on 1st May at the Arabian Travel Mart 2023 Dubai by the Indian Ambassador to UAE, H.E. Sunjay Sudhir in the presence of Shri Gyan Bhushan, Sr. Economic Advisor, Ministry of Tourism, GOI, Shri K. Lakshminarayanan Kannan, Tourism Minister of Puducherry, Shri Rohan Khaunte, Tourism Minister of State Government of Goa & Shri Arun Srivastava, Deputy Director General, Ministry of Tourism, GOI.

A strong participation from India at Arabian Travel Mart 2023 Dubai, consisting of more than 65 State Tourism Departments/UTs, Tour Operators, Travel Agents, Hotel Chains, Airlines, etc. is expected to boost inbound travel to India from the Middle East region. ATM provides a much-needed opportunity for Indian Tourism industry stakeholders to connect with the global travel trade and promote India.

Safety and Security of the tourists being one of the prime concerns, the Ministry of Tourism has a 24x7 Toll-Free Multi-Lingual Tourist Helpline in total of 12 languages in Hindi &

English, 10 international languages namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. This helpline is available on the existing Toll-Free Number 1800111363 or on a short code 1363 for dialling in India and offers assistance to callers during times of distress while travelling in India and if need be alert the concerned authorities.

The Ministry of Tourism's Official Website (www.incredibleindia.org) showcases India as a holistic destination, revolving around major experiences, such as spirituality, heritage, adventure, culture, yoga, wellness, and more. This website is also available in Hindi and leading international languages.

Harnessing the momentum created by the recovery of the global industry, preferential sentiment from global travellers for exploring India, and building upon the success of growing tourism in India over the years – Ministry is on a mission to unlock the untapped potential of tourism in India, making India a 365-day destination.

Encouraging inbound travel, particularly in the backdrop of India's G20 Presidency as well as grand celebrations of India@75 Azadi ka Amrit Mahotsav, the Ministry of Tourism is celebrating this year as 'Visit India Year 2023'. The focus is on inbound travel to India, to highlight the varied tourism offerings of our country and showcase them to global tourists.

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Technology

to represent central focus at 30th edition of Arabian Travel Market

Representatives from more than 80 of the world's leading travel technology companies are preparing to exhibit at Arabian Travel Market (ATM) 2023, which will take place at Dubai World Trade Centre (DWTC) from May 1-4 (Monday to Thursday).

Over 2,000 sq. meters of exhibition space will be dedicated to industry technology during the 30th edition of ATM, representing a 54.7 percent increase in sector participation compared to last year's show. ATM 2023's Travel Tech space will also

be supplemented by a brand-new Sustainability Hub, which will shine a spotlight on the latest environmentally responsible travel trends and innovations.

The ATM Travel Tech Stage sponsored by Sabre, will host a selection of in-depth panel discussions that will explore how modern innovations such as artificial intelligence, big data, and Web3 are enabling seamless operations, professional development, payments, accessibility, sustainable travel, and enhanced customer experiences.

Danielle Curtis, Exhibition Director ME, Arabian Travel Market, said: "My colleagues and I are delighted to see such strong representation from travel technology professionals at this year's show. Encouraging innovation is especially pertinent to ATM 2023 as it is a crucial component of our theme, 'Working Towards Net Zero'. It is essential for our industry to support and invest in the most promising technologies today in order to build a better and more sustainable travel sector for future generations."

Sponsored by Sabre, the ATM Travel Tech Stage will host a series of innovation-centric discussions and events throughout the show. The first session, 'Technology: The Enabler of Sustainable Travel,' will see industry experts discuss how online tools are making it easier for consumers to mitigate their environmental impact when purchasing and planning trips.

Moderated by Shashank Nigam, Founder, and CEO of SimpliFlying, the panel will feature insights from Tom Kershaw, Chief Product and Technology Officer at Travelport; Lucas Bobes, Group Environmental Officer and Head

of ESG Reporting at Amadeus; and Carlo Olejniczak, Vice President, and Managing Director of EMEA at Booking.com.

The ATM Travel Tech Stage will also provide the backdrop for a selection of other panels, including 'The Main Trends Impacting Travel in 2023 and Beyond.' This session will explore the ways in which our industry has harnessed innovation in the wake of the global pandemic, as well as how technology is likely to drive further advancements over the coming years. Moderated by Abdul-Razzaq Iyer, Vice President – Middle East at Sabre, speakers will include Andy Finkelstein, SVP – Global Agency Sales & Delivery at Sabre; Jason Hooper, Head of Digital Solutions at Dnata; and Dean Wicks, Chief Flights Officer at Wego.

Sustainability Hub

ATM 2023 will feature a Sustainability Hub for the first time in the show's history. This space will offer a venue for sessions dedicated to the latest sustainable travel trends and innovations while providing the setting for the ATM 2023 Start-up Competition



Sponsored by Sabre, the ATM Travel Tech Stage will host a series of innovation-centric discussions and events throughout the show.

– an event hosted by conference partner Plug and Play, which will see entrepreneurs go head-to-head in a 'Sustainable Tech Pitch Battle.'

ATM 2023's technology segment will host a diverse array of other industry-leading exhibitors in addition to those mentioned above, including Itrip, Traveazy DMCC, TBO.com, WebBeds FZ LLC, and Expedia Inc, to name but a few. In total, the ATM Travel Tech Stage will feature more than 20 innovation-focused sessions and events during the course of the four-day event.

The 30th edition of ATM will explore the future of sustainable travel in line with its theme, 'Working Towards Net Zero'. Having officially initiated its journey to net zero, the conference program will explore how innovative sustainable travel trends are likely to evolve, allowing delegates to identify growth strategies within key vertical sectors, while providing a platform for regional experts to explore a sustainable future ahead of COP28, which will take place in November 2023 at Expo City Dubai.

The conference will also feature a sustainability category at its annual exhibitor awards for the first time. Exhibiting organizations will be recognized based on the extent to which they have considered the environmental impact of their stands, as well as their efforts to reduce their carbon footprint.



Abu Dhabi sets ambitious tourism target of 24 million



After welcoming 18 million visitors in 2022, the emirate of Abu Dhabi says it is targeting 24 million in 2023, as regional market booms

Increased awareness of Abu Dhabi as a destination boosts tourism.

It is hard to imagine Dubai 30 years ago when the Arabian Travel Market (ATM) was launched. Back then, the iconic hotel Burj al Arab was still under construction, Emirates Airline only had around a dozen aircraft, and hopes of becoming one of the world's top tourism destinations seemed wishful thinking.

Fast forward 30 years Dubai's tourism sector has surpassed all expectations. Today, Dubai International Airport (DXB) is the busiest in the

world when it comes to international passengers, welcoming 66.1 million passengers in 2022.

Tourists are attracted by the endless sunshine, incredible hotels, world-class shopping, and unique experiences – from desert safaris to ascending the world's tallest building, Burj Khalifa.

Dubai's rapid growth and development was watched carefully by others in the region, and indeed the UAE, keen to see how a transition to a tourism-based economy could pan out.

One of those watching was UAE capital **Abu Dhabi**. Etihad Airways,

based in Abu Dhabi, was launched in July 2003. The Formula 1 Abu Dhabi Grand Prix was first held in 2009. Ferrari World on Yas Island opened in 2010. Since then, the Louvre Abu Dhabi opened in 2017, part of an ongoing development of a Cultural District that will also include the Guggenheim Abu Dhabi (set to open in 2025).

Abu Dhabi attracted 18 million visitors in 2022, a rise of 13% on 2021 figures. However, the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), has announced new plans to attract more than 24 million visitors to the emirate by the end of 2023. That is a significant goal, adding 6 million visitors, a third of last year's total.

"Our ambitious goal to welcome more than 24 million visitors by the end of 2023 builds on healthy growth over the past year," said

HE Saood Abdulaziz Al Hosani, Undersecretary at DCT Abu Dhabi.

"This encouraging performance was enabled through powerful collaborations and delivery of memorable travel and business experiences across the whole year, supported by an integrated ecosystem of best-in-class services, infrastructure, and impactful marketing. "In Abu Dhabi, we are demonstrating the power of partnerships across the tourism sector and the fact that collectively we can thrive."

Key markets for Abu Dhabi, the largest of the seven emirates that make up the UAE (along with Dubai, Sharjah, Ajman, Umm Al Quwain, Fujairah and Ras Al Khaimah) are diverse, with the greatest numbers coming from India, Saudi Arabia, the UK, and the US.

There is an increased destination awareness plus Abu Dhabi's increased range of entertainment, sporting events, and trade shows.

DCT Abu Dhabi promotes, protects, and progresses Abu Dhabi as a capital for culture and tourism. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to build an ecosystem that enables tourism, business, and communities to flourish.



Thailand Product Update at Thailand Travel Mart Plus (TTM+) 2023

Highlighting TAT's strategic marketing move, tailor-made travel experiences, and Thailand's tourism direction towards high-value and sustainability.

At the Thailand Product Update for buyers and media attending the Thailand Travel Mart Plus (TTM+) 2023, the Tourism Authority of Thailand (TAT) underlines quality, and experience-based tourism among key elements of Thai tourism products and services as part of its strategic move to transform Thailand's tourism towards high-value and sustainable tourism.

Mr. Chattan Kunjara Na Ayudhya, TAT Deputy Governor for Marketing Communications, said "TAT is illustrating Thailand as offering meaningful-driven travel to improve visitors' experience. Encompassing discovery, transformation, fulfilment, and engagement between people, cultures, and nature, this underscores TAT's direction to making a destination for protecting the country's vast natural and scenic beauty and instigating a range of environmental initiatives."

Key elements of tourism products and services that reflect TAT's overall strategies have included luxury tourism experiences, wellness tourism, and tourism towards sustainability.

Highlights for luxury tourism experiences include Live the Bangkok Life and Relaxing Phangnga plus Youthfully Phuket, while for wellness tourism, Thailand's wellness possibilities include family-friendly wellness breaks in Chiang Mai; and immunity booster vacations in Ko Samui, Surat Thani.

Thailand's tourism towards sustainability comprises a wide range of destinations and activities that deliver sustainability experiences, including exploring local community by bike at Bang Krachao, Samut Prakan; adventurer travel in Umphang, Tak; slow life at low- carbon destination on Ko Mak in Trat; and exploring the Little Amazon and surfing at the Memories beach in Takua Pa, Phangnga.

TAT is also developing a national drive that encompasses the entire Thai tourism industry with the development of the Sustainable Tourism Goals (STGs) based on the 17 goals of the Sustainable Development Goals (SDGs) by the United Nations. Among new initiatives include a STAR (Sustainable Tourism Acceleration Rating) system to certify sustainable tourism businesses.

Meanwhile, TAT continues to develop

a new tourism ecosystem and elevate supply through such initiatives as the Thailand Tourism Awards, 'Up- Skill Re-Skill' human resources development project, and 'CF Hotels' online platform for hotel and lodging operators to sustainably manage businesses.

Mr. Chattan said "Key marketing strategies include the "Great Resumption Episode II" for short-haul markets, focusing on the return of the Chinese market, the growth of source markets and new segments, the integration of Amazing Thailand brand seamlessly in the tourist's slice of life, responsible tourism, and expanding new markets. While for long-haul markets, TAT continues to collaborate with strategic partners and increase air connectivity, expand markets, and promote Thailand as an all-year-round destination."

Thailand celebrated a milestone achievement in 2022, welcoming a total of 11.15 million international arrivals, which generated revenue of 589 billion Baht, and recorded 189 million domestic trips, which generated revenue of 641 billion Baht.

For 2023, TAT hopes to see around 80 per cent of the tourism revenue generated in 2019, which is expected to be 2.38 trillion Baht, of which 1.5 trillion Baht will be generated from the overseas market and 880 billion Baht from the domestic market.

This year, from January 1 – May 27, Thailand welcomed 10,378,457 international arrivals generating 428 billion Baht. The top five tourism markets were from Malaysia (1,606,373), China (1,098,604), Russia (734,995), South Korea (627,760), and India (583,319).

The aviation industry looks to a net-zero future at ATM 2023

- Panel discussion at ATM 2023 addressed how the airlines can keep pace with a green future
- The use of Sustainable Aviation Fuel (SAF) is key to a greener tomorrow but supply and cost are currently a challenge for the industry
- Technology and new aircraft design plays a major role in achieving net zero

The last two years has seen a resurgence in air travel and while this growth trend provides a welcome boost for the aviation industry, the increase in air traffic places a greater burden on the environment. To explore solutions that go beyond carbon offsetting, Shashank Nigam, Founder and CEO, SimpliFlying gathered a panel of experts on the Global Stage at ATM 2023 to discuss the actions required

to futureproof the air travel industry.

The engaging panel included **Brian Moran, Vice President Global Sustainability Policy and Partnerships, Boeing**; **Yvonne Moynihan, Chief Corporate and ESG Officer at Wizz Air** and **Dave Rowse CEO of CarbonClick**, with each sharing their take on the strategies and challenges of flying net zero.

The speakers unanimously agreed that the use of Sustainable Aviation Fuel (SAF) plays a key role, helping the industry to meet its long-term sustainability goals. Moynihan said: "From 2025, all airlines will be required to use SAF fuel. In an effort to get ahead, Wizz Air has invested £5 million (AED 22,923,120) in a UK-based SAF producer called Firefly to support the development and certification of SAF produced from sewage sludge. This agreement gives us the potential to save 1.5 million tonnes of CO₂-eq. It is essential that airlines get behind SAF production because there is such limited supply currently."

The experts agree that the cost of SAF is one of the major barriers in the immediate term. **Rowse commented:** "Several airlines are working to tackle the prohibitive cost of SAF, including Etihad airlines which subsidises the cost for those passengers choosing to offset their journeys with SAF. It's going to take five to 10 years before reasonable volumes are produced. While there is consumer demand for SAF, passengers are not prepared to pay for the full cost of it - therefore subsidies from airlines could help encourage the process and ultimately, drive production along more quickly."

To strike a balance between short and long-term capabilities, Boeing is focusing on developing today's fuel-efficient aircraft while investing in technologies that will allow the airline industry to project into the future and 'de-risk'. Last year, Boeing announced the launch of Cascade, a data modelling tool which enables airlines to map out the optimal routes to achieve net zero. In addition, the corporation has teamed up with NASA to build, test and fly a full-scale demonstrator aircraft and validate technologies aimed at lowering emissions.

Moran concluded: "There are approximately 24,000 planes in the air today and that number is going to double in the next 20 years. These will be conventional airplanes, and to decarbonise and get on the trajectory to net zero by 2050, airlines will have to fly on SAF, so our priority is to make sure that our planes are 100% SAF capable. It is vital that we invest in the here and now."

The 30th edition of ATM is exploring the future of sustainable travel in line with the theme, 'Working Towards Net Zero'. Having officially initiated its journey to net zero, the conference programme explores how innovative sustainable travel trends are likely to evolve, allowing delegates to identify growth strategies within key vertical sectors, while providing a platform for regional experts to explore a sustainable future ahead of COP28, which will take place in November 2023 at Expo City Dubai.



TAT launches 'Amazing Thailand Culinary City' project to boost gastronomy tourism

To develop and promote Thailand as a world-class gastronomy tourism destination, and to raise the profile and value of Thai food on the international stage.



The Tourism Authority of Thailand (TAT) has launched the 'Amazing Thailand Culinary City' project to further develop and promote Thailand as a world-class gastronomy tourism destination and one which offers innovations and high-touch experiences to spur development under a creative economy in line with the Thai government's Bio-Circular-Green or BCG Economy Model.

Mr. Chattan Kunjara Na Ayudhya, TAT Deputy Governor for Marketing Communications, said "Conceptualised under the BCG Economy Model, the Amazing Thailand Culinary City project encompasses the AGFEC components, namely A for Agriculture, G for Gastronomy, F for Food Safety, E for Experience, and C for Creative Entrepreneur. Activities are designed to stimulate a circular

economy and underline the country's vision for national development to achieve prosperity in terms of economic, social and environmental sustainability."

The Amazing Thailand Culinary City project includes both B2B and B2C elements, designed to bring together entrepreneurs in the food tourism sector and create business matching opportunities, and to increase awareness of Thai food in each region of Thailand.

As part of the project's B2B strategy, the 'Amazing Thailand Culinary City' event will be held alongside Thailand's leading B2B travel industry show, the Thailand Travel Mart Plus (TTM+) 2023, which is scheduled to take place from 31 May to 2 June at the Queen Sirikit National Convention Center in Bangkok. At the three-day B2B show, there will be 30 Gastronomy Tourism sellers

participating, in the categories of City Dining Experience, Farm To Table, and Culinary Cooking Activity.

As well as B2B meetings to discuss Thailand's gastronomy tourism offers, visitors will be able to try food from the various participating restaurants, and will be able to, among other things, try their hand at making Thai desserts, and get a traditional Thai massage. The event will also feature an exhibition on internationally award-winning Thai dishes such as Tom Yam Kung, Phat Thai and Green Curry, and lesser known 'hidden dishes' from across Thailand.

At a panel discussion, international food blogger Mark Wiens who has over 10 million followers on YouTube and Chef Thitid 'Ton' Tassanakajohn whose Bangkok restaurant Le Du was named No.1 restaurant in the recently announced Asia's 50 Best Restaurants 2023 list will discuss on the topic of food to stimulate the tourism economy, readiness for gastronomy tourism expansion, and relating trends.

Under the project's B2C strategy, '4 Locations: 4 Styles' culinary events are scheduled to be held across Thailand's four regions in May and June. These include Chiang Mai (Northern region) from 19-21 May, Khon Kaen (Northeastern region) from 9-11 June, Phuket (Southern region) from 16-18 June 2023, and Chanthaburi (Eastern region) from 23-25 June.

Each of the four events will feature the participation of food entrepreneurs from across the respective region, other entrepreneurs, and local operators. Activities will include workshops on preparing local snacks from the respective region, cooking shows, an exhibition on the potential and distinctiveness of Thai cuisine, and delicious local food to enjoy.

During the official launch of the Amazing Thailand Culinary City project, TAT also staged a panel discussion presented by Mr. Vincent Thierry, Michelin-starred restaurant chef from lehua at State Tower, and Ms. Wisa Wangsupachart, well-known food blogger whose TikTok channel bon_appetitbkk has over 1.5 million followers.



Turkish Airlines announced its strategic plan for the next 10 years

Founded in 1933 with a modest fleet of 5 aircraft, Türkiye's national airline, Turkish Airlines, has secured its place on the global stage with its accelerating growth year after year. In particular, over the last 20 years, it has achieved extraordinary growth performance in capacity, passenger numbers, and profitability, outperforming the industry average and becoming one of the most important players in global aviation today.

With its impressive growth performance, Turkish Airlines has made significant contributions to the country's economy and employment and shared its goals for the 100th anniversary of its establishment with the public.

Determined in line with its vision for 2033, the strategic

focus areas that aim to generate significant value for the national flag carrier's stakeholders are as follows;

- Achieving consolidated revenue of over 50 billion USD by 2033,
- Attaining an EBITDAR margin between 20% and 25% during 2023-2033,
- Improving efficiency, maintaining cost discipline and creating new opportunities to generate additional revenues in order to sustain the airline's strong financial performance,
- Contributing 140 billion USD of added value to Türkiye's economy by 2033,
- Expanding the fleet to 435 aircraft by 2023 and to over 800 aircraft by 2033; expanding the passenger network to 400 destinations,

- Doubling the passenger capacity in 2023 by 2033 with an annual average growth rate of 7%,
- Servicing 170 million passengers by 2033 compared to over 85 million in 2023,
- Reaching 150 thousand employees including its subsidiaries,
- Doubling the transported cargo volume and positioning Turkish Cargo among the top three cargo carriers globally by 2033; leveraging the capabilities of its cargo hub, SmartIST, which is currently one of the largest air cargo terminals in the world,
- Establishing the airline's low-cost arm AnadoluJet as a separate subsidiary; repositioning its brand, restructuring its revenue and cost structures, and reaching a fleet size of 200 new generation aircraft to

strengthen its competitive positioning,

- Improving passenger experience and brand recognition by:
 - Providing each passenger a customized service across all service channels
 - Completing cabin transformation to enhance in-flight experience
 - Growing further the Miles & Smiles loyalty program and increasing the number of active members
 - Ranking among the top 3 airlines globally in providing the best digital experience by implementing new projects in digital transformation
- To become a sustainable airline by:
 - Increasing the number of new-generation aircraft in the fleet
 - Increasing the consumption of sustainable aviation fuel
 - Expanding the number of LEED-certified buildings to boost renewable energy usage

– Becoming a “Carbon Neutral” airline by 2050 through the implementation of carbon emission offsetting projects.

Commenting on the announced goals, **Turkish Airlines Chairman of the Board and Executive Committee, Prof. Dr. Ahmet Bolat** said; “Being able to grow from our humble beginnings of 90 years ago into one of the world’s leading airlines is a great honour for us.

Today, Turkish Airlines, a 90-year-old giant, is in our view a dynamic young adult, actively continuing its development. Yes, our journey is still very long, and as our country’s national airline, we consistently implement and set our short, middle and long-term goals on this adventure where we reach all four corners of the world.

We are happy to share our goals that will significantly contribute to our

country’s economy and development in the next 10 years by declaring our strategic planning for our 100th anniversary, which we will celebrate 10 years from now.

As a member of this beautiful institution, which is Türkiye’s most well-known global brand in the international community, we assure that we are walking confidently towards our goal of becoming the world’s best airline company, and thus, we will continue to make our nation proud for many more long years. We wish our 2033 goals, which we announced, to be auspicious for all.”

Employing more than 75,000 people together with its subsidiaries, Turkish Airlines will continue to proudly fly Türkiye’s national flag in the coming years with its unparalleled network, modern fleet, exemplary service approach, and remarkable financial performance.

EaseMyTrip and InterGlobe Technology Quotient renews it’s long-term agreement for bookings



EaseMyTrip.com, India’s one of the leading online travel platforms announces its renewal of a long-term contract with InterGlobe Technology Quotient, a leading travel technology provider to have seamless access to Travelport+ (1G) which is an efficient travel commerce platform for booking tickets.

Under this strategic agreement,

EaseMyTrip stands to gain a sum of INR100 Crores over a term of the agreement which could further be utilized by the company for its inorganic growth and global expansion. ITQ will pay for every GDS transaction facilitated by EaseMyTrip on the Travelport+ (1G) portal.

Expressing their interest in the long-term association, **Mr. Sandeep**

Dwivedi, COO, InterGlobe Technology Quotient said, “We are pleased to be continuing our partnership with EaseMyTrip and have seen our synergies grow towards delivering the best travel booking experiences to the customers. With our innovative capabilities together with Travelport we are committed to providing the best industry-led solutions.”

Starting the association in 2009, **Mr. Nishant Pitti, CEO & Co-founder, EaseMyTrip** said, “We hold promising relationships with ITQ and Travelport as our associates in developing and transforming the booking experience for us and our customers for years. With their cutting-edge technology and user-friendly platform, we are able to cater to the growing travel demand and channel complex booking processes seamlessly. Moreover, the deal will increase EaseMyTrip’s cash to balance sheet while taking advantage of negotiating more with suppliers to aid inorganic growth.

Their trust in us truly defines a prosperous future ahead.”



Turkish Airlines to offer free and limitless messaging above clouds

Turkish Airlines will be offering free and limitless messaging services to all passengers on international flights where internet access is available, with the motto “**Enjoy Limitless Messaging**” through applications such as WhatsApp, Messenger or iMessage, along with others.

On the new service, **Turkish**

Airlines CEO Bilal Ekşi stated: “We are adding another innovative development to the countless improvements we made for Türkiye’s aviation sector as the national flag carrier. By combining our innovative approach with customer satisfaction, we are ensuring our passengers will be able to freely message their loved ones above the

clouds, staying in contact with them without any limits.”

With the limitless messaging service being complimentary to all Miles&Smiles member passengers, non-members will also be able to benefit from this service upon filling out the Miles&Smiles membership form available before or during the flight. Moreover; Miles&Smiles Classic Plus, Elite and Elite Plus members will be benefitting from enhanced free internet packages.

Aiming to provide its passengers with privileges beyond their expectations at every stage of their journey, Turkish Airlines will first launch this service on its aircraft with internet access by Turk Telekom, and then gradually on all aircraft with internet connection.

Turkish Airlines recently opened an airport lounge at New York JFK’s Terminal 1, which is now also available to Priority Pass members.



Savour the flavours of Türkiye with Turkish Airlines

Turkish Airlines has renewed all of its inflight dining menus.

Turkish Airlines continues to maintain its status as the airline with the world's best inflight dining concept with its renewed menus featuring new and delicious flavours.

In addition to being the airline flying to more countries than any other in the world, the flag carrier, which frequently earns praise for the quality of service it offers its passengers, continues to provide delicious alternatives to its guests by renewing its dining menus for domestic and international flights in both business and economy classes.

With the aim of promoting Türkiye, Turkish Airlines includes flavours from both traditional Turkish cuisine and world cuisines in its new dining menus. The airline sources 80% of the products used in its menus from local producers. The menus, created with a preference for local and seasonal products, feature **Rize tea, Afyon kaymak(cream), Erzincan honeycomb**, and many other regional products.

Designed following healthy nutrition trends (**protein, vegetable, fruit-based, and lower carbohydrate products**), the menus are prepared

daily by expert chefs using the freshest products, in a boutique production style. All meals are prepared using boutique cooking techniques specially designed for high volumes.

On the renewed inflight dining concept, **Turkish Airlines Chairman of the Board and Executive Committee Prof. Dr Ahmet Bolat** stated: *"As the flag carrier that offers the world's finest flavours to its guests through privileged concepts, we have prepared a menu that features traces of both traditional Turkish cuisine and world cuisines in our renewed menus. With this new concept, we have also initiated practices aimed at reducing plastic use and packaging waste within the scope of Turkish Airlines' Sustainability principle. While presenting Turkish flavours to our guests, we have also aimed to upload our paper menu cards to digital platforms for the sake of sustainability, allowing future generations to experience these tastes as well. We hope that our new menus will be appreciated by our guests, and we believe that we will continue our award-winning leadership in the field of inflight dining."*

In the new economy class menus, unlike the previous offerings, egg dishes, homemade muesli, and cheese varieties will be included for breakfast hours on flights, while for mealtime flights, regional appetizers will be served alongside freshly prepared pasta and grilled options.

For business class meal services, homemade pasta, dumplings, and spaghetti options are added, along with main courses such as Adana kebab cooked over charcoal after being hand-minced, grilled fish, and many different regional appetizers.

Additionally, while previously only two main course options were offered during breakfast service, in the new period, three different main courses will be served. Other options such as pancakes, crepes, and French toast are also added to the menu to enrich it, and healthier breakfast items are included in the new menu.

In addition to this, business-class guests are also offered a variety of homemade mocktails (non-alcoholic cocktails) and detox drinks made from healthy ingredients in the new menus.

New offer from Lufthansa: Buy fresh food at a lower price with “Onboard Delights Last Minute”

Earn and redeem miles now when buying Onboard Delights products



For nearly two years, Lufthansa has offered its passengers on cross-border European flights lasting more than an hour a varied, high-quality range of fresh meals, packaged snacks and drinks for purchase. Fresh meals, such as salads, bowls and sandwiches, are prepared fresh daily by catering company Gate Gourmet

according to recipes from dean&david at the Frankfurt and Munich locations. Cake specialities from Dallmayr are also offered. Because they are deliberately prepared without colourants or preservatives, they have a short shelf life and must be disposed of if they are not sold on designated flights.

Now Lufthansa is launching the

“Onboard Delights Last Minute” initiative: passengers have the opportunity to purchase fresh products that have not been sold by then shortly before landing on all flights to Frankfurt and Munich on which Onboard Delights are offered, at the lower price of a uniform 3.50 euros, and take them with them. This is a further step toward reducing food waste after Lufthansa already introduced the option of pre-ordering these products in February of this year.

Another new feature of Lufthansa Onboard Delights is that award miles can be collected and redeemed when purchasing food and beverages from the Onboard Delights range. At least one award mile is credited per euro when the Miles & More card is presented.

Lufthansa Group catering concepts for less waste

Sustainability is one of the Lufthansa Group’s top priorities. On short-haul flights, the amount of food waste is to be reduced by 50 per cent by 2025 compared to 2019. To achieve this, the Lufthansa Group is optimizing catering processes, offering passengers the opportunity to order meals in advance, and reducing the number of products held in stock as standard. As a result, Lufthansa was already able to reduce the proportion of discarded perishable food by 45 per cent in 2022 compared to the previous year.

Austrian, SWISS and Eurowings have already been offering unsold food at reduced prices since 2022. As a result, about 80,000 food products were consumed in 2022 that would otherwise have been disposed of.



Lufthansa: New long-haul destinations in the winter

- *Airbus A380 from Munich to Bangkok and Los Angeles, with Airbus A350 to Bangalore*
- *From Frankfurt to Hyderabad*

Lufthansa is launching new Airbus A380 destinations from Munich in the coming winter. From October 5 on, the airline will be flying an A380 daily to the Californian metropolis of Los Angeles. Shortly before the start of the winter flight schedule on October

28, there will be a special premiere: For the first time, a Lufthansa Airbus A380 will take off from Munich to the Thai capital Bangkok, increasing the seat capacity by almost 75 per cent compared to the A350. Lufthansa offers a greater premium product on this connection than ever before: the A380 offers 8 seats in First Class, 78 seats in Business Class and 52 seats in Premium Economy.

New connections to India

Lufthansa is expanding its service to India. The new destination from Munich

is Bangalore, which, in addition to Delhi and Bombay, will be served by an Airbus A350. LH764 departs Sundays, Wednesdays and Fridays at 12:10 p.m. to the southern Indian metropolis. Lufthansa guests will be able to enjoy one of the Lufthansa Group's most modern and economical long-haul aircraft, the Airbus A350-900. After a longer break, Lufthansa will also include Hyderabad in its flight schedule from Frankfurt. This will once again provide a direct connection from Germany to India's pharmaceutical and high-tech industries. Lufthansa will announce further details in midMay.

Lufthansa will offer a total of five destinations to the Indian subcontinent from its two hubs in Frankfurt and Munich in the coming winter.



Emirates goes digital, phases out paper boarding passes for flights departing Dubai

Taking a step forward in its drive to offer customers the convenience and assurance of digitally enabled travel journeys, Emirates will require most passengers departing Dubai to use a mobile boarding pass instead of a printed paper version, from 15 May onwards.

Passengers checking in at Terminal 3 will receive their mobile boarding pass via email or SMS. Passengers who check in online can load their boarding pass into their Apple Wallet or Google Wallet, or retrieve their boarding pass on the user-friendly Emirates App. The checked-in baggage receipt is also emailed directly to passengers, or available in the Emirates App.

This initiative will significantly reduce paper waste while simultaneously offering a convenient and speedy digitised check-in

experience for passengers departing Dubai. It reduces the risk of lost or misplaced boarding passes, giving passengers peace of mind when travelling.

The mobile boarding pass can be used throughout the travel journey – in Dubai Duty-Free, at security and for boarding, simply by showing the boarding pass on the phone. Emirates agents and airport staff will simply scan the QR code on the mobile boarding pass as passengers move through the airport and onto the aircraft.

Some passengers may still require a physical boarding pass to be printed – for instance when travelling with infants, unaccompanied minors, passengers requiring special assistance, passengers with onward flights on other airlines, and all passengers travelling on flights to the US.

The option to print a boarding pass is available by request to Emirates agents at check-in counters, if passengers do not have a mobile device, or if they are unable to access the information on their devices for reasons such as: running out of battery power, a system breakdown or glitch, message delivery delay, or inability to access WIFI, network or a data package.

Millions of Emirates passengers have already been enjoying the convenience of digitally enabled journeys. In addition to convenient check-in and itinerary management, those who use the Emirates app can also access digital menus in advance, and spend time curating a playlist of favourite movies, TV shows and music playlists available on *ice*, which they can synchronise from their app the moment they board to save time.

Smooth biometric journeys in Dubai

Registered passengers can now enjoy a seamless travel experience at Dubai International Airport, where they will be able to use biometric machines or smart gates to go through various airport stations.

UAE Residents can register to use the Smart Gates at Emirates Terminal 3 and speed through Immigration every time they return to Dubai. UAE citizens and residents can use their passport, boarding pass, or a valid UAE ID, while GCC nationals or visitors eligible for visa on arrival can pass through the Smart Gates with a biometric passport.

Emirates and Etihad announce interline expansion, offering better itinerary options to boost UAE tourism



Emirates Airline and Etihad Airways have signed a Memorandum of Understanding (MoU) to expand their interline agreement and provide travellers additional itinerary options when visiting the UAE. This first of its kind agreement between the two UAE carriers aims to capitalise on opportunities to boost tourism to the UAE from key source markets by enabling visitors to experience more than one destination in a single itinerary.

This summer, customers of each airline will be able to purchase a single ticket to fly into either Dubai or Abu Dhabi, with a seamless return via the other airport. The new agreement also provides travellers planning to explore the UAE with the flexibility of one-stop ticketing for their full journey and convenient baggage check-in.

In the initial stages of the expanded interline,

each carrier will focus on attracting visitors to the UAE by developing inbound interline traffic from select points in Europe and China. The 'open jaw' arrangement will allow visitors to cover as much ground as possible when exploring Abu Dhabi, Dubai or any other emirate, saving time by removing the need to fly home via their arrival airport. Customers travelling into the UAE also have the option of 'multi-city flights', with the choice to travel from one city on both carriers' networks, and conveniently returning to another point served by either Emirates or Etihad.

The MoU was signed at Arabian Travel Market by Adnan Kazim, Emirates' Chief Commercial Officer, and Mohammad Al Bulooki, Chief Operating Officer, Etihad Airways, in the presence of Sir Tim Clark, President, Emirates Airline, and Antonioaldo Neves, Etihad CEO, along with other senior

representatives.

Sir Tim Clark, President, Emirates Airline said: "We are pleased to be working again with Etihad Airways – this time to allow each carrier to offer a new range of seamless travel options in and out of the UAE. Emirates and Etihad are leveraging our strengths to expand our respective customer offerings and boost UAE tourism. We believe this new agreement provides a strong foundation to develop further opportunities between both airlines and is an example of our commitment to the UAE's vision for continued economic diversification."

Antonioaldo Neves, Chief Executive Officer, Etihad Airways, said: "We're delighted to partner with Emirates in our shared mission to support inbound tourism to the UAE and facilitate travel to our vibrant cities. With two world-class airlines supporting

UAE tourism, our interline agreement will make it more convenient for our guests to experience the best of Abu Dhabi and Dubai on one single ticket while promising to deliver an exceptional flying experience whether they fly with Etihad Airways or Emirates. It's a win-win proposition for travellers to the UAE."

The expanded interline partnership draws upon the commitment of both airlines to support the UAE government's objective to promote tourism to the UAE and enhance the UAE's position as a preferred global destination. Tourism is one of the key pillars of the UAE Economy and is expected to contribute to 5.4% of the nation's total GDP, or AED 116.1 billion (USD 31.6 billion), supporting over 1 million jobs by 2027.*

This is the second time the airlines have announced a collaboration. In 2018, Emirates Group Security and Etihad Aviation Group (EAG) signed a Memorandum of Understanding (MoU) to strengthen aviation security, including the sharing of information and intelligence in operational areas both within and outside the UAE. Last year, Emirates signed an MoU with the Department of Culture and Tourism – Abu Dhabi, to boost tourist numbers to the UAE capital from key source markets across the airline's global network.

Club Vistara wins big at Freddie awards



Club Vistara, the frequent flyer program of Vistara, India's finest full-service carrier and a joint venture of Tata group and Singapore Airlines, has won three awards at the prestigious annual Freddie Awards 2023. Club Vistara, was named 'Program of the Year' besides winning 'Best Promotion' and 'Best Redemption Ability' awards at the ceremony held at The Smithsonian, Washington DC.

Club Vistara aced the Freddie Awards with flying colours competing against some of the biggest and oldest frequent flyer programs of Middle East & Asia/Oceania.

In line with its customer-centric approach, Club Vistara has been consistently enhancing the offerings of its lifestyle program with the sole objective of ensuring an elevated experience to its growing member base.

The program currently offers value based earning and easy redemptions of flights and upgrades as low as 2000 CV Points and 500 CV points respectively. It recently introduced online complimentary voucher extension and points extension features that offer more flexibility and ease in redeeming CV Points for Award Flights or Upgrades. Club Vistara has also been running several exclusive promotions like the 100% Points Back offer, the Redemption Sale, the Incredible Premium offer, and the Points Transfer Fest which have been well received by its members. To further engage its member base, the program launched interactive campaigns like Club Vistara Escapades, which provided members with an opportunity to win exclusive getaways and immersive experiences, as well as a chance to share their adventures with the world through social media.

Speaking about the achievement, **Deepak Rajawat, Chief Commercial Officer, Vistara**, said, "It is extremely heartening for all of us at Vistara to get recognised at such a prestigious global platform. It is also an encouragement for us to continue delighting our frequent flyer program members by offering them best rewards and travel experiences. We would like to sincerely thank all our loyal members for their faith in us and express gratitude to the Freddie Awards for these recognitions."

The Freddie Awards, established in 1988, are internationally recognized as one of the most coveted accolades in the travel industry and are voted for by frequent flyers and hotel patrons. The awards recognize excellence in six categories, including Program of the Year, Best Promotion, Best Redemption Ability, Best Customer Service, Best Elite Program, and Best Loyalty Credit Card.

Club Vistara is a free-to-join program that offers its members special benefits and privileges like Award Flights, Upgrade Awards, and much more. Vistara remains committed to continue enhancing the program further and ensuring that its members have a memorable experience whenever and wherever they travel.

Vistara becomes the first Indian Airline to operate a Commercial Wide-Body Aircraft Flight using Sustainable Aviation Fuel (SAF)



Vistara has become the first Indian airline to operate a commercial domestic flight on a wide-body aircraft using sustainable aviation fuel (SAF). This historic feat was achieved on Vistara's brand new Boeing 787-9 Dreamliner, flying from Indira Gandhi International Airport (IGIA), Delhi to Chhatrapati Shivaji Maharaj International Airport, Mumbai using a blend of 17% SAF with 83% conventional jet fuel. On this flight, Vistara was able to reduce approximately 10,000 pounds of CO₂ emissions. This pioneering initiative is part of Vistara's ongoing efforts to minimize carbon footprint and support a sustainable future for the aviation industry.

Last month, Vistara operated a wide-body aircraft on a long-haul international route using sustainable aviation fuel, the first time for an Indian airline. A blend of 30% SAF and

70% conventional jet fuel was used on a ferry flight between Charleston International Airport, South Carolina to Indira Gandhi International Airport, Delhi, which resulted in the reduction of approximately 150,000 pounds of CO₂ emissions over the fuel's life cycle.

On this occasion, **Mr. Vinod Kannan, Chief Executive Officer, Vistara**, said, *"We have always been committed to driving sustainability and innovation in aviation, and are delighted to carry out yet another industry-first initiative of operating a commercial flight on a wide-body using SAF. We are thankful to our partners and the relevant authorities for their support."*

Vistara, along with other airline companies of the TATA group, has been working extensively towards reduction of carbon emissions through use of sustainable technologies. Last year, they had signed an MoU with the Council of Scientific and

Industrial Research – Indian Institute of Petroleum to collaborate on the research, development and deployment of sustainable aviation fuels (SAFs). Vistara is also working through the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA), to lower CO₂ emissions for international flights and to curb the industry's impact on climate change.

Vistara is India's highest-rated airline on Skytrax and TripAdvisor, and it has been the winner of several 'Best Airline' awards, besides being lauded for world-class cabin cleanliness and upholding high safety standards. The airline has recently been featured amongst World's Top 20 Airlines while being recognised as the 'Best Airline in India and Southern Asia' for the second time in a row, 'Best Airline Staff Service in India and Southern Asia' for the fourth consecutive year, 'Best Cabin Crew in India and Southern Asia' for the second time in a row and 'Best Business Class in India and Southern Asia' at the coveted Skytrax World Airline Awards 2022. Vistara was also named the 'Best Overall Airline' in Central/Southern Asia at the 2023 Regional Passenger Choice Awards. Additionally, Vistara had recently received the ch-aviation Asia's Third Youngest Airline Fleet award for the second consecutive year.

About Vistara (TATA SIA Airlines Limited): TATA SIA Airlines Limited, known by the brand name Vistara, is a 51:49 joint venture between Tata Sons Private Limited and Singapore Airlines Limited (SIA). Vistara brings together Tata's and SIA's legendary hospitality and renowned service excellence to offer the finest full-service flying experience in India. Vistara commenced its commercial operations on January 9, 2015, with an aim to set new standards in the aviation industry in India and it today connects destinations across India and abroad. The airline has a fleet of 60 aircraft, including 46 Airbus A320, eight Airbus A321, two Boeing 737-800NG and four Boeing 787-9 Dreamliner aircraft and has flown more than 45 million customers since starting operations.



Emirates

finishes on a high at the 30th edition of ATM

Emirates has successfully wrapped up its participation at the 30th edition of Arabian Travel Market (ATM), welcoming over 16,000 visitors to its stand, hosting over 300 meetings to strengthen business relationships, and forging collaborative partnerships with tourism organisations from across its network.

The huge turnout of visitors, who experienced the airline's products across every class, is yet another demonstration of its highly sought after experiences, as the industry continues to make a huge comeback. The airline once again featured its full suite of on-board experiences, including its highly

popular, Premium Economy Class, Boeing 777-300ER Game-Changer First Class fully enclosed private suites, Boeing 777 Business Class seat, the newest generation A380 OnBoard lounge, along with other iconic products such the First Class Shower Spa and the latest version of its A380 Economy Class seats.

The airline also showcased its many sustainability initiatives happening

across the business. Its AI Gallery produced 800 personalised pieces of inspirational travel artwork.

Continuing its strong focus on close collaboration and meaningful partnerships with tourism entities and airlines to unlock growth and offer travellers more options, the airline inked agreements with eight tourism boards, including Indonesia's Ministry of Tourism and Creative Economy, the

Moroccan National Tourism Office, Tourism Authority of Zimbabwe, Tourism Seychelles, Mauritius Tourism Promotion Authority (MTPA), the Sri Lanka Tourism Promotion Bureau, the Bahrain Tourism and Exhibition Authority and Zambia Tourism. All of the partnership agreements are focused on boosting tourist arrivals to each country and capitalising on developing incremental demand for air travel.

Emirates also signed an MoU with Etihad Airways to provide travellers additional itinerary options when visiting the UAE, with the aim of boosting tourism from key source markets by enabling visitors to experience more than one destination in a single itinerary.

On the second day of ATM, Emirates' President, Sir Tim Clark, was a keynote guest at the event's conference speaker series, reserved for top industry voices. Sir Tim discussed the airline's long-term strategy and business growth, the future of its network and fleet, its sustainability efforts, in addition to broader industry challenges.

Emirates was honoured to welcome UAE royal dignitaries and VIP guests to its stand at ATM, including His Highness Sheikh Mohammed bin Rashid Al Maktoum, His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum and His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum and His Highness Sheikh Mansour bin Mohammed bin Rashid Al Maktoum. On the third day of ATM, the airline also welcomed the Crown Prince of Ajman, Sheikh Ammar bin Humaid Al Nuaimi.

During ATM, the airline retained its crown as 'Best Airline Worldwide' for the 10th year in a row at the Business Traveller Middle East awards, in addition to picking up "Best Premium Economy Class", "Best First Class" and Emirates' First Class Lounge was named "Best Airport Lounge in the Middle East".

The Arabian Travel Market 2023, now in its 30th year, is the region's largest annual travel and trade exhibition, welcoming more than 35,000 attendees from 150 countries.



Madhya Pradesh, the heart of Incredible India, will showcase its enchanting diversity of wildlife, spirituality, and rich cultural heritage at ATM Dubai 2023



At the heart of India lies a region that will surprise even the most seasoned traveler. Madhya Pradesh is both superlative in its offerings and peculiarly untouched. In the state's wilderness, peacocks wander wild through thick teak forests and tigers prowl through several of the country's best wildlife sanctuaries. The state is home to 3 UNESCO World Heritage sites, the highest population of tigers in the sub-continent, and abounds in locations of scenic, natural beauty. It is also known for an array of culinary delights that emanate from the kitchens of Bhopal, Gwalior, and Indore and a range of art and craft which include the globally renowned handloom fabrics from Chanderi and Maheshwar.

At ATM Dubai 2023, Madhya Pradesh will showcase its immense diversity which includes rural and agri-tourism projects, apart from wellness and spiritual tourism. The state has embraced Responsible Tourism as a mission to minimize the negative

economic, environmental, and social impact of tourism and to provide enjoyable experiences for tourists through increased participation of local people. Rural tourism is one of the key projects under this mission and is being implemented in 100 villages of Madhya Pradesh. This project aims to depict the uniqueness of the six cultural zones of the state.

Madhya Pradesh is home to 25 wildlife sanctuaries, 10 national parks, and 6 Tiger Reserves covering an area of about 10,000 sq km. Madhya Pradesh also accounts for almost 20 per cent of India's tiger population. By being a sanctuary for India's National Animal, it has been deemed a 'Tiger State'. The vast tracts of forested land are also a refuge for barking deer, leopards, cheetahs, wild boars, blackbucks, nilgais, and crocodiles. Barasingha (literally translated to 'one with 12 horns') is a swamp deer, the state animal of Madhya Pradesh. Seven decades after its extinction, the Cheetah was reintroduced in the

country under the programme 'Project Cheetah'. 20 African cheetahs were released into the wilds of Kuno National Park recently.

The highlights of Madhya Pradesh include the temples of Khajuraho which are India's unique gift to the world, representing, as they do, a paean to life, love, to joy; perfect in execution and sublime in expression. In Bhimbetka, vivid panoramic paintings in over 500 caves depict the life of the prehistoric cave dwellers, making it an archaeological treasure and an invaluable chronicle in the history of man. Sanchi is a major Buddhist pilgrimage site. Sanchi consists of an ensemble of stupas, holy shrines, and monasteries, considered to be one of the oldest stone structures in India. The Great Stupa is a monument constructed to portray the life and journey of Buddha.

The MP stand will see participation from some of the best accommodation providers from the state. The Madhya Pradesh Tourism Development Corporation (MPSTDC) will present its range of picturesque and locally-flavored hotels and resorts.

The Middle East is an important potential source market for tourists and MP will look to sign deals at ATM 2023 with Emirati and other GCC tour operators that will see the number of visitors from the region increase further.

Key to the strategy of increasing tourists from ME is for MP to expand its campaign to people living in the main cities, with the belief that the geographic proximity and close links between the two countries and their cultures will encourage repeat visitors.

There are currently more than 25 flights from Dubai to India every day, from a variety of airlines including Air India, Emirates, Air Arabia, Jet Airways, Etihad, and Qatar Airways.

Jumeirah Group plans new hotels in Europe, and the US after Swiss hotel takeover



“We are looking to find the right destination with a high density of luxury and ultra-luxury travellers,” said **Katerina Giannouka, who recently took charge as CEO of Jumeirah Group.** “We are seeking the right opportunities to invest in repositioning assets or take over operating assets.” The group is targeting assets that will align with its new brand expression of luxury hospitality. “We are also keenly looking at the US market,” she added. This year, the group will open the Jabal Omar Jumeirah in Mecca, followed by the Jumeirah, The Red Sea in 2024, which will be one of the first projects to open there. The Red Sea resort comprises 180 keys. At the same time, Jumeirah’s Dubai properties are enjoying a surge in demand, reaching 100 percent occupancy. The group is also nearing the final stages of completion of the highly anticipated Jumeirah Marsa Al Arab in Dubai. “We are focused on the two new openings in Saudi Arabia – the Jabal Omar and the Red Sea Project. There are other destinations we are interested in, including AlUla and potentially Neom. We would like to find out more, and

definitely, it’s on our radar to develop more locations in Saudi Arabia”.

Dubai’s Jumeirah Group plans more hotel-chain acquisitions in Europe and the US as part of its international expansion, its chief executive has said. The company is currently on the

lookout for “suitable assets” in big European cities, Katerina Giannouka said. “We’re also keenly looking at the US ... we’re currently in conversation with many brokers around the world,” she added. “It’s about finding the right destination where ultra-luxury travellers want to be and also the right opportunities to invest in — either to reposition assets or to take over operating assets in those regions.”

The group, the flagship hospitality business of Dubai Holding, is a diversified global investment company with an asset portfolio worth Dh130 billion (\$35.4 billion). It has operations in 13 countries and employs more than 20,000 people.

Earlier this year, the company acquired Le Richemond hotel in Geneva, its first property purchase in Switzerland. The Geneva property is the group’s fifth in Europe, joining the Carlton Tower Jumeirah and Jumeirah Lowndes Hotel in London, the Capri Palace Jumeirah in Italy and the Jumeirah Port Soller Hotel & Spa in Mallorca, Spain.

Ms Giannouka said that the company could use third-party debt if it is at

“the right price”. However, she did not reveal any additional details. The group has no plans to list on the stock market and its five-year strategic plan is expected to determine its capital requirements.

The global hospitality industry has made a strong rebound from the impact of the Covid-19 pandemic as travel resumes worldwide. The industry recorded “substantial levels of performance recovery” around the world at the end of 2022, with no signs of a significant slowdown in demand, according to hotel analytics provider STR.

This was despite rising inflation, record-high travel prices, flight disruptions and understaffed hotels, it said in a January report. After a “strong” 2022, the company is on track to meet its financial targets this year, Ms Giannouka said, while declining to reveal specific metrics. However, the group has witnessed a “softening” in average room rates in Dubai, which is consistent with the broader trends in the emirate’s hospitality sector, she said.

“Overall, we as a business are ahead of 2019, so the pandemic is truly behind us,” Ms Giannouka said. Despite the company’s international pivot, the Jumeirah Group is open to more opportunities in Dubai and the GCC region.

The company, which is set to open its first hotel in Saudi Arabia this year, expects the kingdom to be a key market, Ms Giannouka said. Saudi Arabia, which is looking to diversify away from oil exports, aims to attract 100 million visitors annually by 2030.

The country plans to add 315,000 new hotel rooms with an estimated development cost of \$37.8 billion by the end of the decade, according to a Knight Frank report. The planned additions will take the total stock to about 450,000 hotel rooms, with giga-projects such as the futuristic city of Neom leading the supply pipeline, the report said.

“We’ll continue to look at refining our portfolio and growing it, [but] the focus is going to be on growth internationally,” Ms Giannouka said.



Music-themed Rove City Walk

hotel at Dubai's City Walk is Affordable and Modern

Key Facts :

- Rove City Walk is ideally located in the dynamic district of City Walk, making it the perfect location for tourists and business travellers alike.
- With sustainability, local art, and high-performing functionality at the heart of the brand, Rove City Walk represents a new niche in the hospitality sector.
- Designed as a cosmopolitan and smart cultural haven, Rove City Walk caters to the New Generation Traveller who recognizes the value, stays connected through technology, and gravitates toward culturally inspired surroundings.





Located in the heart of one of Dubai's most popular urban locations, the Rove City Walk hotel, with 560 rooms, is well placed for anyone heading to the Middle East's first and largest fully air-conditioned, multipurpose indoor arena. Located next to the Coca-Cola Arena with views of Downtown Dubai, the music-themed hotel is affordable and modern in Dubai's City Walk.

Location - Rove City Walk is a gateway to everything Dubai has to offer. Its hyper-connected location is at one of the city's most dining and leisure destinations, City Walk, and right on the doorstep of Dubai's main highway, Sheikh Zayed Road.

The Dubai Airport, Dubai Marina, and Jumeirah Beach are just minutes away from the hotel, not to mention all the big bucket list items like the Burj Khalifa and the mega-popular Dubai Mall. The property is within walking distance of the Dubai Metro. *City Walk is brimming with all kinds of high-end retail stores. Attend concerts at the Coca-Cola Arena which is directly adjacent to Rove City Walk. This contemporary hub overflows with entertainment options, perfect for film buffs, foodies, and nature lovers alike.*

Style and Character - This modern skyscraper draws attention with an array of artworks as you check-in. Keeping up with the brand, the hotel

reflects its location and culture, with pops of colour and Instagrammable memorable art. Taking from its location, the artsy modern theme is surrounded by music. The interiors at Rove City Walk are all musically inspired with vinyl collections, graffiti-style musical artwork, a variety of instruments, and references to regional and international artists throughout the property.

Rooms - Rove City Walk, brings Rove's much-loved concept and accessible hospitality to one of Dubai's most premium locations and gives visitors an unbeatable jump-off point to start their Dubai adventure.

Hotel rooms at Rove City Walk offer







a rich array of amenities for the modern traveller. Each room has an interactive smart TV, minibar, large safe, free high-speed Wi-Fi, a modern bathroom with power rain showers, and rollaway beds that are ideal for families or groups. Family rooms are large and interconnected.

Dining at Rove City Walk - Regroup & Recharge with a Tasty Refuel - The hotel's all-day eatery serves a variety of food and beverage options, and all of City Walk's popular bars and restaurants are within

walking distance. Rovers, travellers, and Rovesters throughout Dubai, come for the food and stay for the chill vibes and good times. Don't forget to Savour the speciality coffee (*The Restaurant serves a unique blend of 100% speciality Arabica coffee directly sourced from the world's best farmers and served fresh at Rove Hotels. This full-bodied coffee contains notes of dark chocolate and a buttery taste, perfectly complemented with a caramel finish and a coffee blossom aroma*), booster drinks, and a breakfast buffet to fuel your adventure.

Service and Facilities

Friendly and relaxed service suits the vibe. The hotel also has the convenience of late check-out at 2 pm, a 24-hour gym, and a lobby giving a relaxing ambience. A 24-hour self-service Laundromat, boutique convenience store, luggage storerooms, safety deposit boxes, and co-working space, all add to the independent lifestyle of its guests. A 24-hour fitness centre and an outdoor swimming pool with a sundeck overlook the Downtown Dubai skyline.

Rove City Walk offers flexible set-ups for meetings and events.



Nujuma, A Ritz-Carlton Reserve



The Red Sea and Amaala

two of the world's
most ambitious tourism
developments to offer
luxurious travel experiences
offering a unique way to
experience travel in unseen
parts of the world

*Abdullah AlZahrani, Executive Director –
Brand and Marketing, Red Sea Global*

Q Please share the progress of the development of The Red Sea. When are the first guests expected? Your plans for tourist numbers in the first year?

A The Red Sea is on track to welcome guests in 2023 with the opening of our first three hotels, Six Senses Southern Dunes, The Red Sea, St. Regis Red Sea Resort, and Nujuma, A Ritz-Carlton Reserve, with the first opening this summer. The balance of phase one, which will include a further 13 hotels, will complete next year.

The destination boasts diverse and remarkable landscapes of beaches,

canyons, mountains, mangroves, lagoons and access to the world's fourth-largest coral reef. Additionally, guests will be able to make use of a new international airport, an 18-hole championship golf course, a luxury marina, and outstanding entertainment, wellness, and leisure facilities made up of exquisite F&B and retail outlets.

To maintain our commitment to protect and enhance the natural environment of our destination, we will be capping the visitor numbers. Once the hub island opens in 2024, we will be working to welcome visitor numbers of around 300,000 per year. Once fully

completed in 2023, we will welcome a maximum of one million guests annually. luxury marina, outstanding entertainment, wellness, and leisure facilities made up of exquisite F&B and retail outlets.

Q How do you plan to showcase your destination in the Indian market differently from Saudi Arabia's Tourism?

A The Red Sea and Amaala are two of the world's most ambitious tourism developments, delivering luxurious travel experiences in a way that goes beyond sustainability, seeking to have a regenerative effect on the environment and local communities. What we are offering is a unique way to experience travel in unseen parts of the world.

We're offering guests the chance to discover a wealth of unspoiled beaches and secret sandbars scattered amongst the fringes of untouched islands, as well as majestic mountains

and sweeping dunes. We are also developing our own experiences brands, with WAMA & Galaxea focused on water sports and diving, and our most recently announced brand Akun, which will offer on-land and in-the-sky adventure experiences. Combined, we can now offer a full trio package of sporting experiences ahead of our first guests arriving at The Red Sea this year.

India is a key market for us, which is why we have already made it a priority to build relationships with the Indian travel trade industry and hope to welcome many of its tourists to our destinations soon.

Q RSG is the visionary company behind some of the world's most ambitious development ventures, including luxury regenerative tourism destinations such as The Red Sea and Amaala, please highlight the key luxury projects associated with this.

A To offer unparalleled luxury to our guests, Red Sea Global has partnered with some of the finest and most globally renowned hospitality and wellness brands at both The Red Sea and Amaala. These include Six Senses, Ritz Carlton Reserve, St Regis, Four Seasons Hotels and Resorts, Rosewood Hotels & Resorts®, longevity clinic and wellness brand, Clinique La Prairie, and destination wellness resort operator Jayasom to name a few. We are thrilled that these marquee brands will bring their world-renowned expertise to our ambitious projects.

Q Tell us about your other sustainable luxury tourism project, Amaala.

A The ultra-luxury destination, Amaala, will open its doors to travellers in 2024. Located along the northwestern coast of Saudi Arabia, it will be the first global integrated family wellness destination to offer transformative personal journeys. Amaala



Grand Hyatt The Red Sea



AMAALA Yacht Club



AMAALA Wellness

will be a distinctive wellness destination owing to its cutting-edge facilities and an enticing year-long events calendar. The destination will initially have eight resorts, 200 residential apartments, a marina, and a yacht club within 4,155 sq. km. of various natural ecosystems and a distinctive environment. We recently announced hotel partners to include Clinique La Prairie Health Resort, Jayasom Wellness Resort and Rosewood Hotels & Resorts.

Q Talking about sustainable tourism and its positive impact on the environment, your approach to development prioritizes people and the planet - could you please highlight this?



A We consider it our mission to set the global benchmark for responsible development. For us, that means going beyond sustainability and delivering regenerative tourism. That means regenerating the environment, ensuring there is more flora, fauna, and biodiversity than before we were here, as well as regenerating local communities, ensuring they benefit from these developments.

We are creating upwards of 120,000 new jobs by 2030 between our two destinations and will contribute SAR 33 billion (USD 8.79 billion) annually to the Kingdom's economy upon completion. We are setting out to achieve a 30% net conservation benefit by 2040 by enhancing biologically diverse habitats including mangroves, seagrass, corals,

and land vegetation to help biodiversity to flourish. We have built the Middle East's largest landscape nursery, which will provide more than 30 million plants for landscaping our destinations. We are also planting and restoring as many as 50 million mangroves, one of nature's best defences against global warming and a hotbed for marine biodiversity. Added to this, we are building the world's largest battery storage facility, so that our first tourism destinations, The Red Sea and Amaala, can be powered by 100% clean energy around the clock. With a potential output of 650,000 MWh, we can reduce CO2 emissions by nearly one million tons annually. These efforts will help drive Saudi Arabia towards a greener, more equitable future.

Q How will these projects help conserve the natural habitat of Saudi Arabia?

A Each of our destinations is set in pristine landscapes with delicate ecosystems that need to be nurtured, monitored and carefully shared with our guests. Both The Red Sea and Amaala are home to a variety of species, many of which are unique to Saudi Arabia and often regarded as endangered. The lagoon of The Red Sea destination has 314 different species of coral and 280 species of fish alone. We are working with experts to ensure we are science led implementing the most advanced environmental, scientific practices at every stage of development and thereafter.

For example, of more than 90

islands, only 22 will be developed, leaving 75% untouched. We will be designating nine islands as special conservation zones. In 2022, we also unveiled the design of our marine life Institute located in Triple Bay, Amaala, which will function as a scientific research centre, central to our broader

environmental ambitions for the Red Sea, as well as a tourist destination.

Q What kind of investment is being made to bring the ambitious plans to reality?

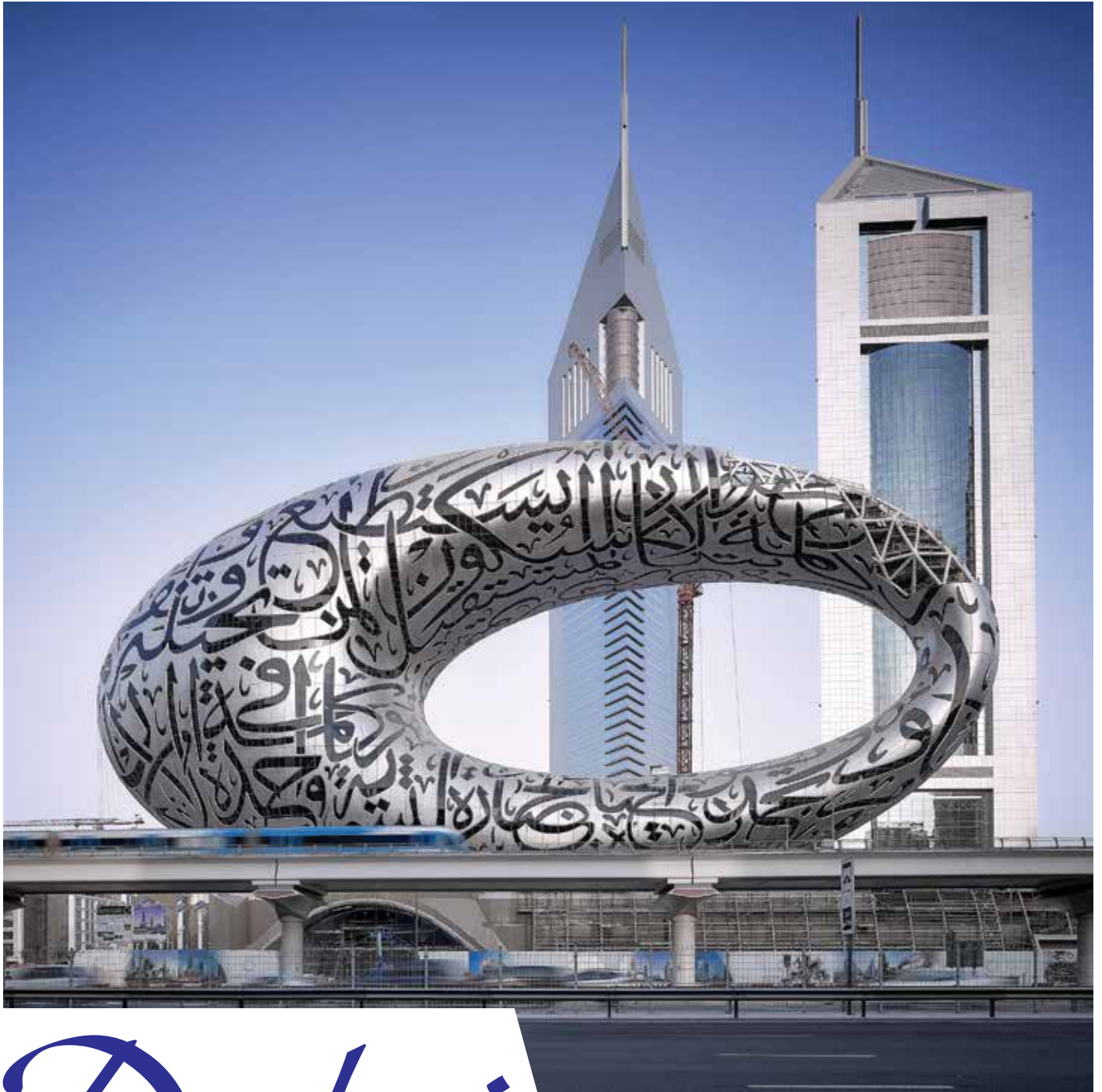
A Both The Red Sea and Amaala - each a multi-billion-dollar

project - are part of the Kingdom of Saudi Arabia's long-term vision for diversifying its economy. We are currently contracting works at a rate of almost SAR 2 billion per month, with an anticipated SAR 30bn in procurement contracts for The Red Sea and Amaala in 2023. We have awarded SAR 8.1bn of contracts so far this year and are well placed to achieve the SAR 22bn remaining for the year.

Q Once completely operational, what is your forecast in terms of tourist numbers for both destinations?

A With sustainability at the heart of Red Sea Global's development plans, the tourist arrival numbers will be capped at both destinations. Fully complete, The Red Sea will not exceed more than one million tourists per year, and at Amaala we welcome a maximum of 500,000 guests per year.





Dubai welcomes
4.67 million overnight visitors in the first
quarter of 2023; on track to becoming the
most visited international destination

Dubai welcomed 4.67 million international overnight visitors in the first quarter of 2023, compared to 3.97 million tourists during the same period in 2022. This marks a 17 % YoY growth and the city's best Q1 performance since the pandemic, placing it firmly on track to becoming the most visited international destination, according to the latest data published by Dubai's Department of Economy and Tourism (DET).

The growth, which sets the city on course to full tourism recovery, contributes to the goal of the Dubai Economic Agenda D33 launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai this January, to consolidate Dubai's status as one of the world's top three cities.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of The Executive Council of Dubai, said: *"The remarkable growth in international visitation achieved by Dubai in the first quarter of 2023 demonstrates the city's emergence as one of the key destinations leading the way in the rebound of the global tourism sector. This achievement has been made possible by the far-reaching vision of the leadership to transform Dubai into one of the world's fastest-growing metropolises and the globe's pre-eminent hub for travel, talent, entrepreneurship and investment. The Dubai Economic Agenda recently launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, charts an ambitious new path for Dubai to enhance its contributions to shaping the future of the global economy. The tourism sector is not only the strongest pillars of our economy but also a key enabler of Dubai's distinctive role in the world as a bridge between markets, cultures and regions. In the years ahead, Dubai will continue to introduce new path breaking initiatives to offer a distinctive proposition for travellers and*

achieve its goal of becoming the world's best place to live, visit, work and invest in."

The latest industry results - announced at the ongoing 30th edition of Arabian Travel Market in Dubai World Trade Centre, positions Dubai as the fastest recovering destination globally, achieving 98 % of pre-pandemic levels in Q1 2023, and exceeding the projection made by the United Nations World Trade Organisation that international tourist arrivals could reach between 80-95 % of pre-pandemic levels this year, especially in Europe and the Middle East.

The number of visitors in Q1 2023 was just two percentage points short of pre-pandemic volume of 4.75 million tourists that arrived in Dubai in the first three months of 2019, a remarkable achievement since turning the tide in July 2020 by reopening the city to international tourists, and in spite of current global economic headwinds. The industry performance also capped an exceptional first quarter for Dubai, which saw the city being crowned again as the No.1 global destination in Tripadvisor Travelers' Choice Awards 2023, making it only the second time in history a city has won the coveted award for two years in a row.

His Excellency Helal Saeed Almarri, Director General of Dubai's Department of Economy and Tourism, commented: *"Q1 2023 has set us off on a very strong trajectory for the year and is driving us closer towards realising the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai to make Dubai the most visited and re-visited destination. The positive industry performance is an endorsement of our well-defined strategy and a testament to the unwavering support of our tourism industry partners and stakeholders. The coming decade will see our industry going through extraordinary phases of transformation, in terms of infrastructure, technology, attractions and experiences, as we focus*

on achieving the goals of the Dubai Economic Agenda 2033.

"To maintain Dubai's global appeal as the first-choice destination for travellers, we will continue to follow the multi-pronged blueprint that largely contributed to our success in 2022 - evolving the destination promise, a multi-geographic approach to markets, constant international outreach through global campaigns, hosting international MICE, business and leisure events, and further improving stakeholder relationships. As we look ahead to further accelerating momentum in our tourism sector, the pillars of sustainability, gastronomy, trade, and technology will form the foundation of our future success. Notably, this year is declared as UAE's 'Year of Sustainability,' marking a major milestone for us, as the city prepares to host COP28, the UN Climate Change Conference. Sustainability will form the core of all that we do, incorporating sustainable practices into every aspect of the visitor experience to advance our journey towards becoming the world's best city to live and work in," **HE Helal Almarri** added.

Strong rebound

Dubai's traditional source markets delivered solid tourism volumes during the first quarter of the year with key regions continuing to make an impact on international visitation, further underscoring the success of the city's diversified multi-geographic strategy. GCC and MENA combined was the top region, collectively contributing to 29 % of total volumes, reflecting the city's continued appeal for travellers from neighbouring markets. Western Europe accounted for 22 % of tourism arrivals, while South Asia, accounted for 16 % of total international visitation, followed by CIS and Eastern Europe together contributing 15 %, Americas (7 %), North Asia and SouthEast Asia (6 %), Africa (4 %) and Australasia (1 %).

The majority of the regions have demonstrated significant increase in Q1 2023 compared to the same period in 2022 while four regions have fully recovered and surpassed Q1 2019

levels – CIS and Eastern Europe (48 % vs. Q1 2019), MENA (32 % vs. Q1-2019), Americas (9 % vs. Q1-2019 and Australasia 2 % vs 2019). Both South Asia and Western Europe are close to achieving pre-pandemic levels in terms of tourism volumes.

Dubai's hotel sector spearheads growth

Dubai hotels saw a surge in performance during the first quarter of 2023. Average occupancy for the sector during the January-March period

stood at an impressive 83 %, making it one of the highest in the world, and almost on par with the 84 % occupancy recorded in Q1 2019. This achievement is particularly notable given a 26 % increase in room capacity since then. By the end of March 2023, the city's hotel sector had a total of 148,877 rooms in 814 hotel establishments compared to 118,039 rooms in 717 hotel establishments in 2019. Continued domestic and international investment into the sector helped further boost hotel inventory, with

the first quarter of 2023 seeing a 6 % increase in the total number of hotels and rooms compared to the same period in 2022.

The hotel sector outperformed pre-pandemic levels across all other hospitality metrics. During the first three months of the year, Dubai hotels collectively provided 10.98 million Occupied Room Nights, a YoY growth of 7 % and a 27 % increase compared to the pre-pandemic period of Q1 2019, which registered 8.63 million Occupied Room Nights. The ADR of



AED607 during the first three months of the year surpassed the ADR of 2019 (AED498), a 22 % growth while RevPAR of AED504 in Q1 2023, surged by 21 % compared to the first three months of the pre-pandemic period of 2019 (AED 417). The robust performance of the hotel sector is also evident by the fact that the average length of stay by guests increased to four nights compared to 3.5 nights, a 14 % increase over the same period in 2019, highlighting the city's appeal for longer-stay travellers.

His Excellency, Issam Kazim, CEO of the Dubai Corporation for Tourism and Commerce Marketing, said: *"Inspired by our visionary leadership, we have made tremendous strides in our efforts to position the city as a must-visit destination through celebrity-led and digital first global campaigns in parallel with initiatives that increase accessibility, minimise barriers to travel, and make it as seamless as possible for travellers to visit Dubai. We express our sincere appreciation for the steadfast support from all our stakeholders and partners who relentlessly strive to uphold our city's position as a top-tier travel destination globally. Their commitment to our shared vision is instrumental in maintaining our city's global reputation and for the steady inflow of international visitors. We will continue to work with them to develop innovative and unique tourism products and experiences that will further amplify the appeal of our city as the top consideration for both first-time and repeat business and leisure travellers. With global travel undergoing a paradigm shift in terms of visitor expectations and experiences, we are making every effort to ensure Dubai performs even better in 2023 and beyond to remain ahead of the curve in a highly competitive global tourism landscape."*

Spearheading sustainability initiatives

In an effort to fortify its existing and emerging markets, as well as uncover fresh opportunities for growth both in

the domestic and international markets, Dubai's Department of Economy and Tourism (DET) is ramping up its pursuit of non-traditional tourism avenues to attract visitors. This approach is particularly crucial, as the success of Dubai's tourism strategy will largely hinge on the pillars of sustainability, gastronomy, trade, and technology.

As Dubai shifts towards a more advanced, inclusive, long-term approach to sustainable growth, sustainability is becoming increasingly important as an opportunity and driving force for growth, as more and more travellers seek out sustainable destinations. Sustainability is a core component of Dubai's development strategy, and hosting global events like COP28 will provide an exceptional opportunity to highlight the Dubai Sustainable Tourism (DST) initiative designed to enhance the sustainability of the tourism sector and contribute to broader clean energy and sustainable development objectives. DST will also prepare Dubai to cater to global travellers seeking authentic local experiences that promote sustainable practices. A key DST initiative is the Dubai Can campaign, which encourages the use of reusable bottles. The initiative has successfully reduced the number of single-use plastic water bottles by over 7 million in just one year since its launch in February 2022.

DET will further enhance its Gastronomy Always on Campaign as Dubai drives growth in the hospitality and F&B sector, focusing on the four pillars of diversity, value for money, authenticity and experience. Additionally, the city's investment in infrastructure and support systems for entrepreneurs has transformed it into a much sought-after destination for start-ups, global talent and entrepreneurs.

With the support of its stakeholders and partners, Dubai is committed to continuously offering novel and distinctive experiences for discerning global travellers. These developments will largely be driven by the Dubai 2040 Urban Master Plan, which includes

over 100 % expansion of tourism attractions, providing new areas for investment and increasing diversity of attractions and experiences for both residents and visitors. Dubai will also continue to showcase its offerings in various segments, including ecotourism, food tourism, wellness tourism, cruise tourism, sports tourism and destination weddings.

Leveraging its position as an international events destination to draw more visitors to its MICE, business and leisure events, Q1 2023 saw Dubai hosting an extensive line-up of events including the Dubai Shopping Festival, the flagship festival of the city's year-round Retail Calendar, Art Dubai, Emirates Airline Festival of Literature, Dubai Duty Free Tennis, the Dubai World Cup, Dubai International Boat Show, World Government Summit, as well as Gulfood, the world's largest annual food & beverage exhibition, which hosted a record 5,000 plus exhibitors from over 125 countries. In addition to COP28, other major events that are set to create greater visibility for Dubai around the world this year are the family summer extravaganza, Dubai Summer Surprises, Dubai Esports and Games Festival and Dubai Fitness Challenge.

Dubai will also continue to provide alternative growth pathways facilitated by reforms and regulatory enablers, including visa initiatives like the Golden Visa, 5-year Multi Entry Visa, Virtual Working, and Retire in the Dubai programs that have eased barriers to entry, promoted long-term affiliation with the city and further enhanced its position as a global liveability hub. Home to over 200 nationalities, Dubai also provides parents a choice of quality education for their children with many top-ranking international universities having established their campuses in the city. These initiatives have also strengthened Dubai's pro-business environment, making it an attractive destination for multinationals, family offices, global talent, entrepreneurs, innovators, and investors.



The Tastemakers in Qatar

Take a Seat



Qatar's Rich Food Culture Differs from The Rest of The Region. From Andalusian and Levantine to Modern Peruvian and Japanese, Discovering Doha Through its choice of Global Cuisine would require months to Explore, Not Days, Not Weeks.



Sensational Qatar is a foodies' paradise where every holidaymaker will find something delicious to tantalise their taste buds.

You'll be spoilt for choice when it's time to ease your hunger pangs, with

everything from lively street shacks offering flavoursome fare to world-class restaurants where fine dining experiences await. The best of Arabian and global cuisine is all around you, with romantic venues for couples,

casual spots for eating with friends and family favourites among the options available. When you arrive in Qatar it doesn't take long to realise this sun-kissed destination takes food very seriously

Whatever your favourite cuisine you'll be sure to find a wonderful choice of places to eat in Qatar – just make sure you try the local fare too.

Qatar is a multicultural melting pot, drawing together people from all countries and all cuisines, and with such a diverse population, its food scene is buzzing with influences from all around the world.

Whether you fancy fine dining by Michelin-starred chefs in Doha's refined restaurants, feasting on fiery Indian curries or all-you-can-eat meat at a Brazilian churrascaria, or mopping up a spread of authentic Middle Eastern mezze, you're bound to find it here. In fact, the only problem will be fitting in all the delightful breakfast, lunch and dinner stops on offer during your stay.

INTERNATIONAL

Qatari cuisine is a subtle blend of influences from India, Persia and Lebanon, and North Africa, and much like the landscape of the country, is constantly evolving.

Qatar's cuisine represents Arabia and the Middle East, but also all major tastes of the world, with everything from fine dining to family-style restaurants, casual, to cafes.

Find your favourite -

IDAM - Situated in Qatar's iconic Museum of Islamic Art, with spectacular views of the Doha skyline, IDAM by culinary maestro Alain Ducasse, offers contemporary French Mediterranean cuisine with an Arabic twist.

Nobu Doha - Chef Nobuyuki "Nobu" Matsuhisa's blending of traditional Japanese dishes with Peruvian ingredients fits right into Doha's international culinary





scene. There are a handful of Nobu restaurants around the world and the Doha location is the largest, a freestanding shelllike beacon on its own pier in the Arabian Gulf. Inside, it is sleek, luxurious and has a spectacular view. It's a memorable experience from start to finish, from the architecture to the excellent, knowledgeable service. There are many reasons to love Nobu's signature dish, the black cod in miso—it's sustainably fished, rich in flavour, silky in texture and deceptively simple. But the miso cod isn't the only hero of Nobu, and might not even be your highlight. The foie gras shiitake dumplings (on the tapas menu) and the light and flawless whitefish sashimi are unmissable.

SMAT -With its name translating to 'dining table' in the Khaleeji dialect of Arabic, the restaurant promises to redefine the feel and taste of the local cuisine and take dining guests on a culinary journey through the unique

gastronomic heritage of Qatar and the GCC, characterized by their distinctive origins, signature dishes as well as exclusive ingredients, spices, textures, and tastes.

Morimoto Doha - The Morimoto Doha is the first restaurant in the Middle East by renowned Chef Masaharu Morimoto, where patrons can enjoy signature omakase and the finest sushi along with Japanese Wagyu beef. Iron Chef Masaharu Morimoto's Japanese fine-dining spot is as lavish and dramatic as you'd expect from his TV show.

Parisa - Located in the alleyways of Souq Waqif, Parisa is a feast for the senses, with its elaborate interiors studded with intricate mirror work and hand-painted artwork. Serving up a range of Persian specialities, the restaurant is a must for visitors.

Bayt El Talleh is a Levantine cuisine restaurant with a magnificent view over Katara's south hills, serving

authentic, home-style food made with Lebanese and Middle-Eastern dishes with a set menu.

Al Shurfa Arabic Lounge

For those who love a room with a view, Al Shurfa (the balcony) is just the ticket. More than a restaurant, it's a happening place to hang out and look out over the heart of old Doha and the famous Souq Waqif. The cuisine is Lebanese/Mediterranean and there are various flavours of shisha available too.

Jiwan

Jiwan Restaurant is a unique culinary wonderland that presents fusions of the desert and the sea, and the classic with the modern. Spearheaded by the famed chef, Alain Ducasse, the restaurant is named after the Qatari word for the perfect pearl, Jiwan. The restaurant experiments with traditional Qatari dishes and deconstructs them to shed light on the individual flavours of



local ingredients. Each bite is different from the other, taking diners on a contemporary journey of the rich Qatari cuisine.

Saasna

The name Saasna derives its meaning from the word “Asaasna” meaning our origins. The restaurant is based entirely on traditional Qatari cooking with a contemporary touch.

Culture, values and local traditions are reflected in everything that is done in Saasna. The Saasna Qatari culinary menu uses originality and innovation to satiate your palate.

Sheikha Ahmed Al Meer, the Head Chef from Saasna, is well-known in Doha for her expertise in culinary arts and is the author of *The Art of Qatari Cooking*. She released the book for the first time in 2000 with the intention of preserving Qatari traditions.

Since Saasna's Head Chef Sheikha Ahmed Al Meer views cooking as being the history and identity of the people, her book serves as a guide for both present-day and future generations and is a courageous effort to conserve





and protect the heritage of Qatari food from being lost or altered. The Qatari cuisine is presented in a clear and original way in her book and reflects on the Saasna menu.

Al Jasra

Hidden inside the alleys of Souq Waqif, Al Jasra is a cosy bistro run by five Qatari women who serve traditional home-style cuisine. Decorated with local handicrafts and a plasma screen which regularly streams camel

races, it offers a culturally enhancing experience, with diners treated to more of the country's famed hospitality.

Nassayem Qatar

The Diplomatic Club's signature Qatari restaurant, Nassayem Qatar, is a must visit in any Doha itinerary. Local cuisine prepared in a manner fit for fine dining. Lunch and dinner are served with an accompaniment of beverages that are reflective of the produce of Qatar.

Qatari Delicacies

Qatar is home to a myriad of mouth-watering delicacies, with its gastronomic diversity heavily influenced by North Africa, the Levant, India and the Indian subcontinent over the centuries. Majboos is the national dish, a delightful creation made with slow-cooked lamb or chicken, which you'll find in many restaurants in the capital Doha. Saloona is an Arabic stew made with beef, lamb or fish, while Kousa Mahshi is flavoursome Middle Eastern courgettes stuffed with ground lamb and vegetables. Margoog is a scrumptious dish prepared with aubergines, carrots, tomatoes, courgettes, potatoes and tenderised meat. Another popular offering is Balaleet, which is often eaten on special occasions featuring a combination of eggs, vermicelli, rice noodles, sugar and saffron. Arabic Mezze is the classic platter-sharing meal and consists of baba ganoush, hummus, mouttabal, tabbouleh, bread and pickled vegetables.

Sweet Treats

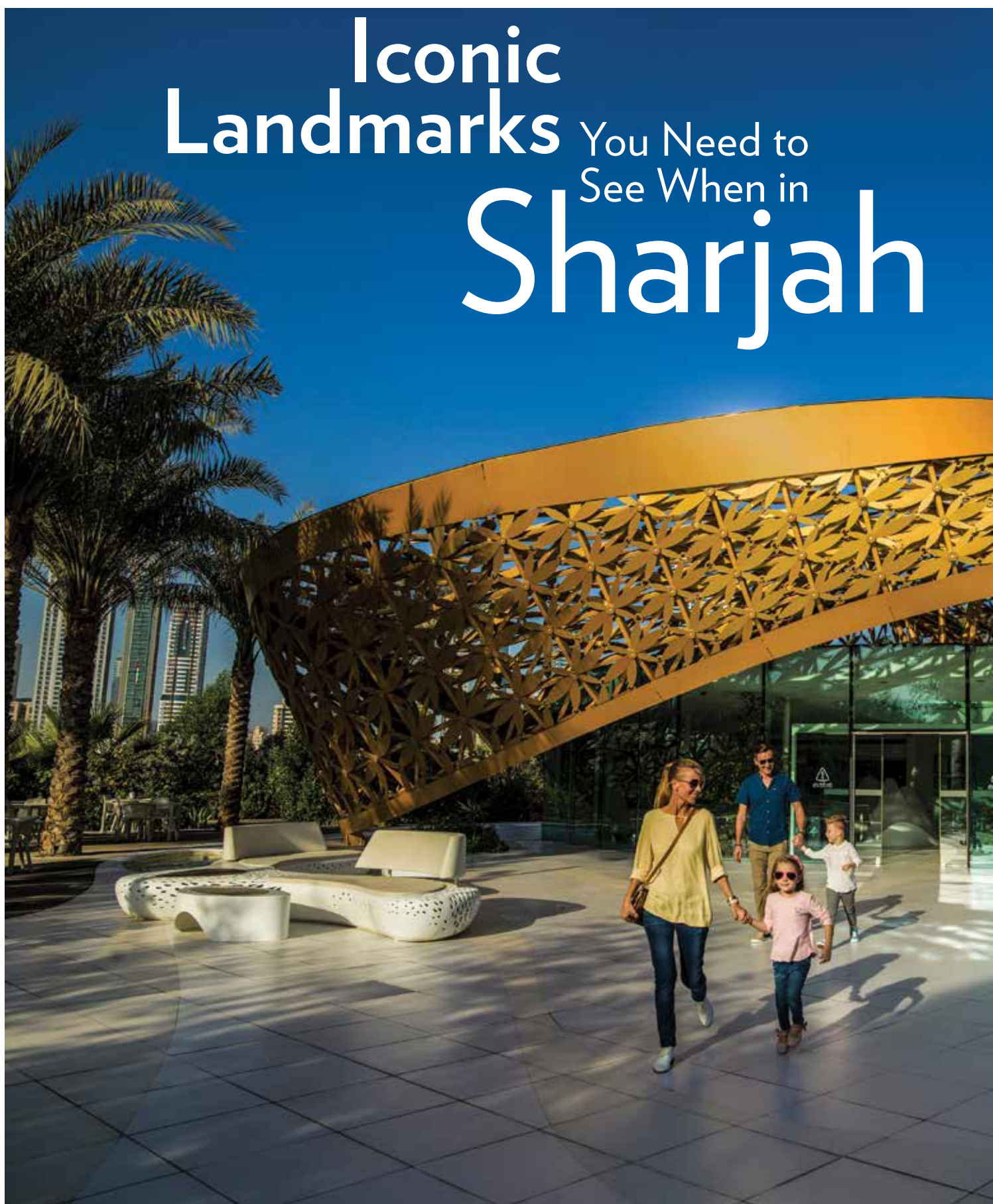
Holidays offer the chance to forget about watching the calories – and Qatar doesn't disappoint when it comes to indulgent desserts and sweet treats. A Qatari favourite is Luqaimat, which are deep-fried flour dumplings, covered in warm sugar syrup or honey and sprinkled with sesame seeds. Another sweet sensation is Khanfaroush, a perfect blend of cake and biscuit, while Basbousa, which is semolina soaked in syrup or rose water, is also worth seeking out. Baklava is served after the main course in many Qatar dining venues and consists of layers of filo pastry soaked in honey syrup, while Rez b Haleeb is a yummy Lebanese rice pudding made with just sugar, milk and rice. Dessert lovers will also be wowed by Esh Asarayah, a must-try creation featuring bread and cream, topped with pistachio nuts.

All in all **Qatar is a foodie paradise**, with a range of top-quality restaurants offering various cuisines and dining experiences.

Iconic Landmarks

You Need to
See When in

Sharjah





Sharjah is a destination with rich history, culture and scenic locations. Between history and scenery, there's plenty that makes the Emirate of Sharjah a significant travel destination for those exploring the UAE. Here is a list of some of the most iconic landmarks you need to explore when visiting the city.

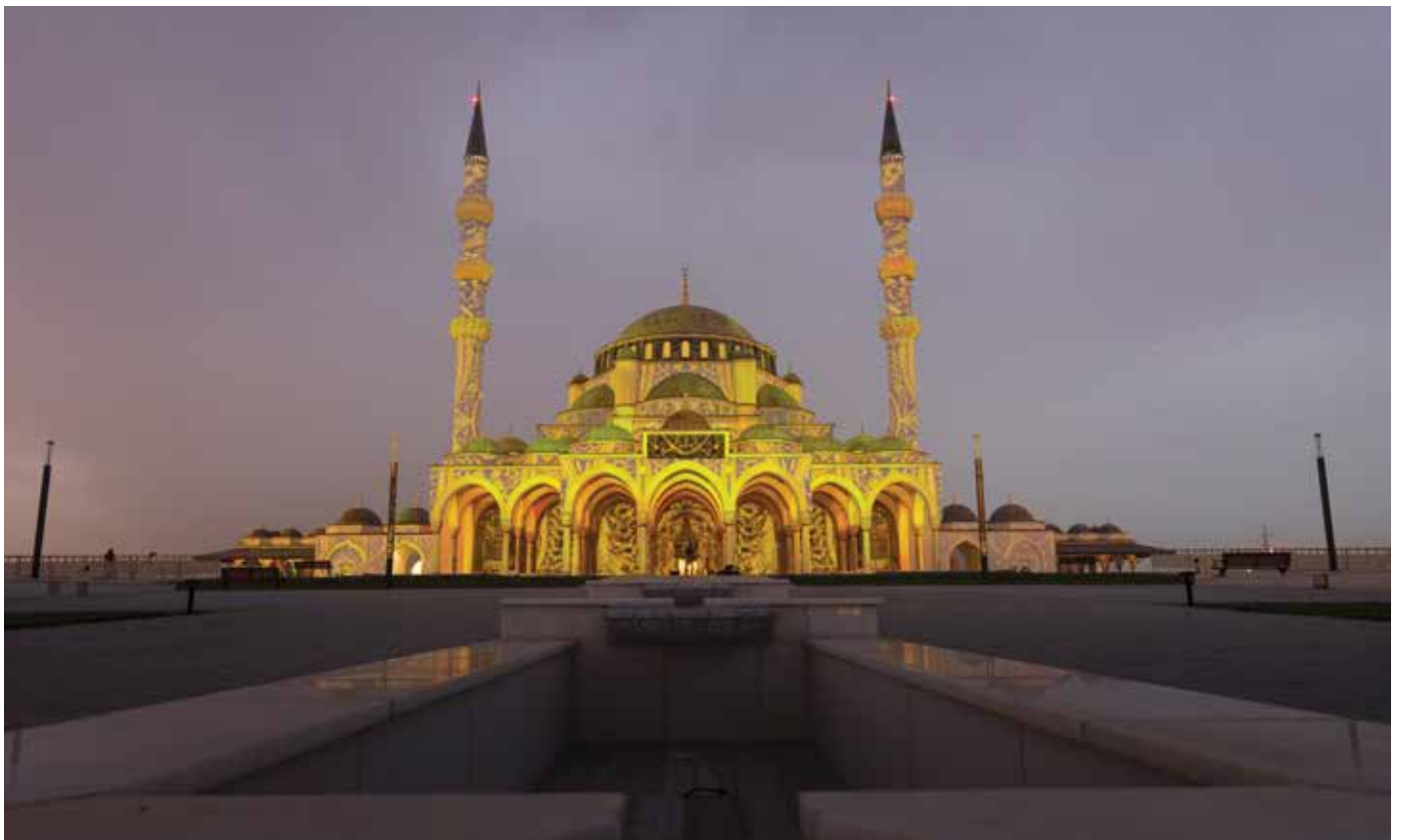
Sharjah Mosque

The largest mosque in the emirate, Sharjah Mosque opened its doors in 2019 after five years in the making. The building occupies 185,806 square metres with a capacity to accommodate over 25,000 worshippers. 5000 worshippers, with allocated seating for 610 women, can be accommodated inside.

The structure, an abiding symbol of faith, is a must-visit to take in its magnificence. Surrounded by gardens and water fountains, the domes, minarets, and columns have been created to reflect a distinctive Islamic architectural style. The main prayer hall contains red carpeting, arched windows with stained glass, walls covered in Quranic texts, and a big chandelier in the middle. The layout includes a café, gift shop, open spaces, and areas for non-Muslims.

Central Souk

The Central Souk was opened in 1979 and since then has become the biggest and best-known souk in Sharjah. Consisting of two air-conditioned buildings and connected by indoor footbridges, the souk houses





more than 600 shops. You will find everything from contemporary watches and clothing to genuine regional trinkets and souvenirs. The souk is one of the must-see Sharjah tourist attractions.

Shops selling handcrafted goods, regional specialties such as elaborate carpets and kilims, handwoven fabrics, and arts and crafts may be found on the upper level. A glitzy series of stores selling Bedouin jewellery, precious stones, gold, and diamonds can be found on the lagoon side. Some artisans in this area are capable of recreating a design using just a drawing.

Rain Room

A unique modern art installation created by the London and Berlin-based Random International, Rain Room offers visitors an inspirational

and a truly magical experience. The installation has been displayed at the world's most famous museums, including MoMA in New York and Barbican in London and is now a permanent installation in Sharjah.

The experience involves the chance to walk through continuous rainfall without getting wet. The Rain Room has 2,500 litres of self-cleaning, recycled water, and uses trigger sensors to stop the water from falling in any area where it detects motion. The Rain Room is part of the Sharjah Art Foundation Collection.

Al Noor Island

Al Noor Island, one of the main family attractions in Sharjah is situated on the northern shores of Khalid Lagoon. It is a beautifully landscaped garden that is home to more than 85 plant species and

dotted with modern sculptures. The island's centrepiece is the Butterfly House, where you can see over 500 exotic butterflies from all over the world. There is also a playground for the kids and the Literature Pavilion, which offers a tranquil, cosy setting to relax or read. The island hosts several art installations, including the world-famous OVO structure.

Flag Island

The flagpole on this island, which towers an astounding 123 metres, is its focal point. The location offers a paved pathway with sitting and observation spots from where you can get a close-up look at the spectacular landmark. The 1971 Design Space on Flag Island hosts exhibitions and courses on modern design, while the 1,000-seat amphitheatre accommodates concerts and shows all year long.





Rosewood Amaala

to bring an Ultra-Luxury
and Regenerative
Escape to the Shores of
The Red Sea

Rosewood Hotels & Resorts expands further into this stunning stretch of coastline with a resort focused on sustainability and wellness



Rosewood Hotels & Resorts®, a global leader in luxury travel and lifestyle experiences, has been selected by Red Sea Global, a responsible multi-project developer, to manage *Rosewood Amaala* in one of the world's most pristine environments, the Red Sea Region of Saudi Arabia.

An area considered to be at the center of the world's most ambitious regenerative tourism projects, the Red Sea is situated along the country's west coast and is home to some of the most diverse and delicate natural environments. *Rosewood Amaala* will be part of Red Sea Global's Amaala destination, an integrated wellness haven.

Rosewood Hotels & Resorts has shown a considerable commitment to bringing affluent explorers to this region as *Rosewood Amaala* joins the brand's expansive pipeline in the Middle East. The resort will explore what it truly means to be regenerative, with unique experiences that weave together wellness

and sustainability— an embodiment of Red Sea Global's understanding that the future of hospitality is rooted in both people and planet.

Where ocean and land meets, *Rosewood Amaala* will be surrounded by the world's fourth-largest reef and the scenic Hijazi mountains. Red Sea Global is aiming to not only protect the environment, but to also enhance the natural ecosystems actively through regeneration and destination development. *Rosewood Amaala* will focus on the well-being of its guests, the community, and the native flora and fauna – all while recognizing the integral connections between the three.

Rosewood Hotels & Resorts's, guiding philosophy, A Sense of Place®, will be represented in every detail of the property's 110 well-appointed guest rooms and suites, and its luxury 25 Rosewood Residences.

Designed by renowned architecture firm, ACPV ARCHITECTS Antonio Citterio Patricia Viel, the inspiration of the

designs aims to go beyond enhancing to implementing a spectacular landscape for guests to enjoy. The property has been crafted at every level to prioritize longevity, while also creating a physical structure that will foster an environment of wellness and tranquillity.

Sustainability will be at the cornerstone of the property's entire design and the larger Amaala development has set meaningful targets toward zero impact. The entire destination will be powered by 100% renewable energy and aims to have zero-carbon footprint—with plans to be both zero waste to landfill. Additionally, the endangered Hawksbill and Green Turtles have many nesting sites around the *Rosewood Amaala* beaches, meaning all construction and design work has been centered around ensuring the turtles are left uninterrupted. For instance, no construction will take place around the nesting areas, and the lighting strategies has been designed to ensure





no bright lights shine in the area to avoid disruption.

“We are deeply honored to partner with Red Sea Global on *Rosewood Amaala* and work together to offer a more regenerative model of hospitality for future generations,” says Sonia Cheng, Chief Executive Officer at Rosewood Hotel Group. “Rosewood’s values of prioritizing both people and planet through impactful offerings connects seamlessly with the development’s larger vision, and we look forward to embracing our role of providing a wellness oasis nestled

within this ambitious project.”

From the moment guests enter the resort, they will be immersed in a world of contrasts. Hidden amongst the verdant green landscapes and the drama of the Red Sea coast, a timeless architecture immerses to delight and inspire. The property will offer an array of distinctive culinary experiences including fine dining, casual eateries and beach inspired club lounges, all taking advantage of the Red Sea views. To protect the precious coral reefs that wrap around the resort, the property will provide two rock pools, allowing

guests safe access to the water and sand..

Families can enjoy the programs available at the resort’s Rosewood Explorer’s Club which aims to curate meaningful child-friendly experiences with the hopes of inspiring the next generation of conscious travellers.

The focal point of the Resort’s wellness offering is the Asaya Spa. The Spa is discretely hidden away amongst the rolling landscape, providing a sanctuary for meditation, tranquility, and well-being. Complete with private treatment pavilions set around a



protected green oasis, this refuge will embody Asaya's commitment to creating thoughtfully designed spaces where guests can relax and rejuvenate.

John Pagano, Group CEO of Red Sea Global said: "We are truly proud to reveal this partnership with Rosewood Hotels & Resorts – an iconic and world-renowned brand that shares our values in protecting people and planet, and belief in the potential of tourism as a force for good. *Rosewood Amaala* has been meticulously designed to seamlessly integrate indoor and outdoor living, while offering guests a

level of privacy and exclusivity often found in an all-villa resort. Together, we want to create a lifestyle oasis for our guests that aims to welcome a regenerative era of travel, while shining a positive light on this diverse corner of the globe."


Supporting Rosewood's goal of thoughtful expansion that leaves guests and communities with a measurable positive impact, this partnership is a truly organic way for Rosewood's pipeline to grow. Rosewood Amaala joins the brand's strong pipeline of projects set to open in the

Middle East including Rosewood Doha (2023), Rosewood Riyadh (2025) and Rosewood Red Sea (Future Opening.)

Phase One of Amaala – focused on the Triple Bay masterplan – is well underway, with the first guests set to be welcomed in 2024. It will consist of eight resorts offering upwards of 1,200 hotel keys. Once complete, Amaala will be home to more than 3,000 hotel rooms across 25 hotels, and approximately 900 luxury residential villas, apartments, and estate homes, supporting high-end retail, fine dining, wellness and recreational facilities.

Visit Maldives for a Fun Family Summer Holiday





Maldives ticks all the boxes for anyone looking for a sun (and fun!) filled holiday for all of the family. The destination has the perfect combination of scenic beauty, adventure activities, and everything you need for a memorable getaway.

Enjoy the encounters with ancient sea turtles and majestic manta rays

The underwater ecosystems of Maldives, an island-nation comprising 99% water, provide refuge to various kinds of sea turtles which you can encounter across the destination. 5 out of 7 marine turtles are found here, with only the green sea turtle and



the endangered hawksbill turtle seen commonly across the country. North Malé Atoll, Ari Atoll and Baa Atoll are hotspots for the critically endangered hawksbill turtle whereas Lhaviyani, Laamu, and Baa atoll are hotspots for the endangered green sea turtle.

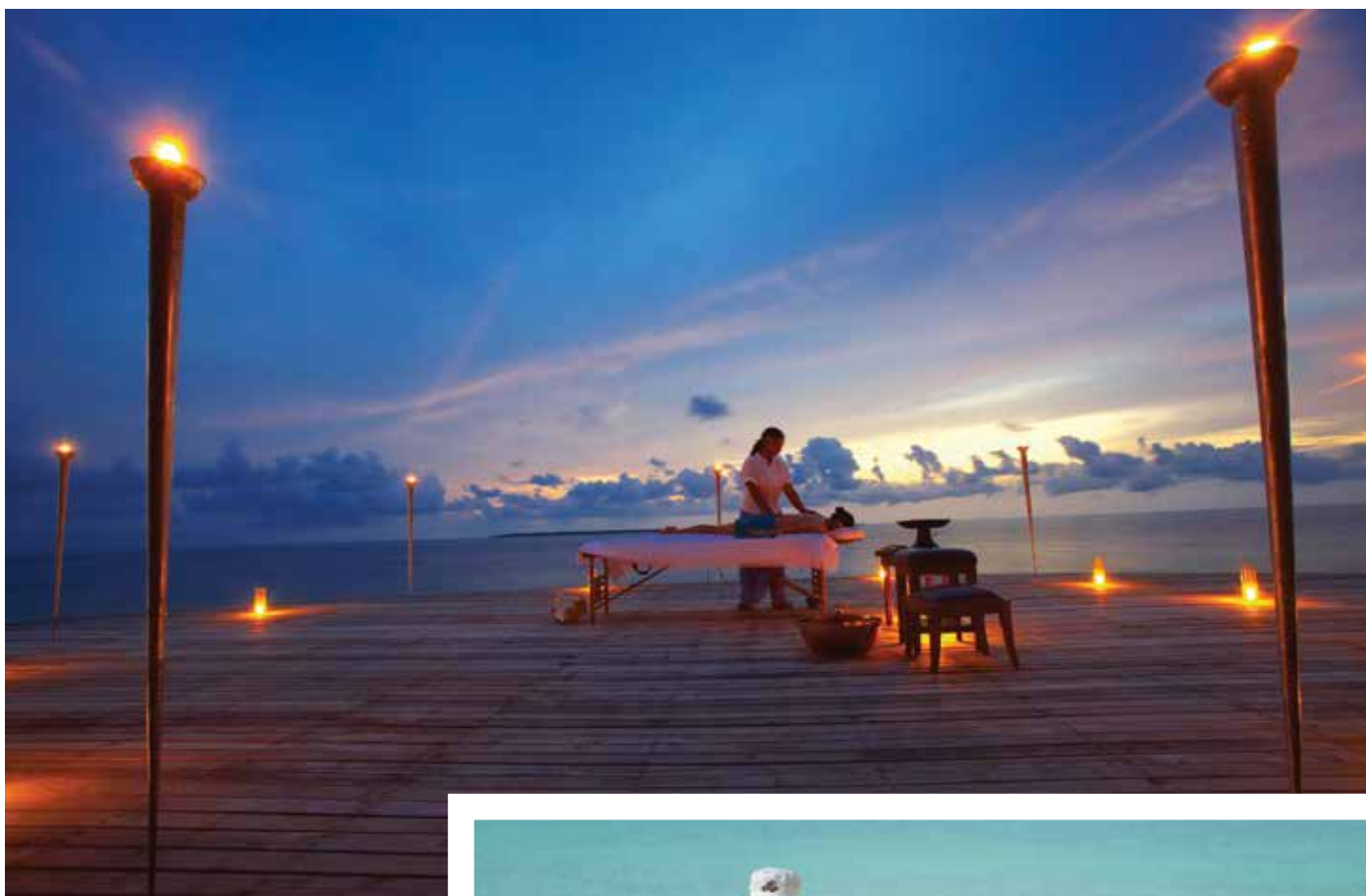
Get a chance to swim with the magnificent manta rays, one of the most incredible and charismatic animals underwater and create a memory for the lifetime. The reef manta ray is the commonly found manta ray in

the Maldives and according to statistics compiled for over fifteen years by the Manta Trust, the world's top manta ray research and conservation organisation, the greatest documented reef manta ray population in the world is in the Maldives. The destination also supports a seasonal migration/ visitation of the Oceanic mantas.

Explore beaches that glow in the dark!

Experience a sense of awe and

catch the glimpse of an incredible phenomenon at the beach side with the entire family. Witness the sea of stars, an exquisite natural phenomenon called 'Bioluminescence' that is sure to add a touch of enchantment during your stay in the Maldives. While the natural phenomenon occurs in a variety of organisms including bacteria, algae, jellyfish, crustaceans, worms, fish, sharks, and even mushrooms, in the Maldivian waters, bioluminescence



is caused by microscopic plankton called dinoflagellates. Witnessing the bioluminescent plankton is a matter of being in the right place at the right time as its depended on a number of factors, including, water temperature, salinity, tides, and nutrient levels.

Delve into the waters

Maldives is perfect for a great variety of water sports for beginners and the more advanced alike. Take on a bouncy banana ride with family or a solo ride trimming the waves on a jet ski or skim the lagoon at high speeds on a wakeboard. If a relaxed ride is what you are looking for, paddle around the island in a canoe on a lazy afternoon.

Adventure junkies can choose from wakeboarding or kite surfing which offer a greater adrenaline rush as you cut through the water, trying out various maneuvers and turns over the shimmering waters of the lagoon. There's also jet skiing and flyboarding to fulfill a thrill-seeker's dream. Serious



divers can plan a range of dives with night dives and wreck dives that will satiate their thirst for the underwater.

Try your hand at Maldives' traditional games and sports

Get insights into the local Maldivian culture and tradition by learning some games and sporting activities that have remained favourites amongst locals throughout the years. From *Bashi*, which was the national sport of the

country before football took centre stage in recent years to *Baibalaa*, a rugged and physically demanding outdoor sport which is similar to the old Indian sport of Kabaddi and Turkish Oil Wrestling to the Maldivian version of Chess, *Raazuvaa*, there's plenty for you and your family to try your hand at in the Maldives. In resorts or on nearby islands, you might also get the chance to play some of these games or be fortunate enough to watch others.

QuadLabs Introduces QuadGPT an AI-powered Itinerary Builder

Introducing QuadGPT - the revolutionary AI-powered itinerary builder experience that will change the way your customer can book travel. With QuadGPT, the user can create a customized travel itinerary that perfectly matches their interests, preferences, and budget - all in just a few clicks. Now you can have your online website built using the power of QuadGPT.

QuadGPT is designed to make travel planning easy, convenient, and stress-free. Whether planning a solo adventure, a family vacation, or a romantic getaway, QuadGPT has got it covered. Here are some of the benefits and features that are coming soon:

1. **Personalized Recommendations:** QuadGPT uses advanced AI algorithms to recommend destinations, activities, and accommodations that are tailored to customers' preferences. Whether they are looking for adventure, relaxation, culture, or cuisine, QuadGPT will

suggest the best options based on their interests and previous travel experiences.

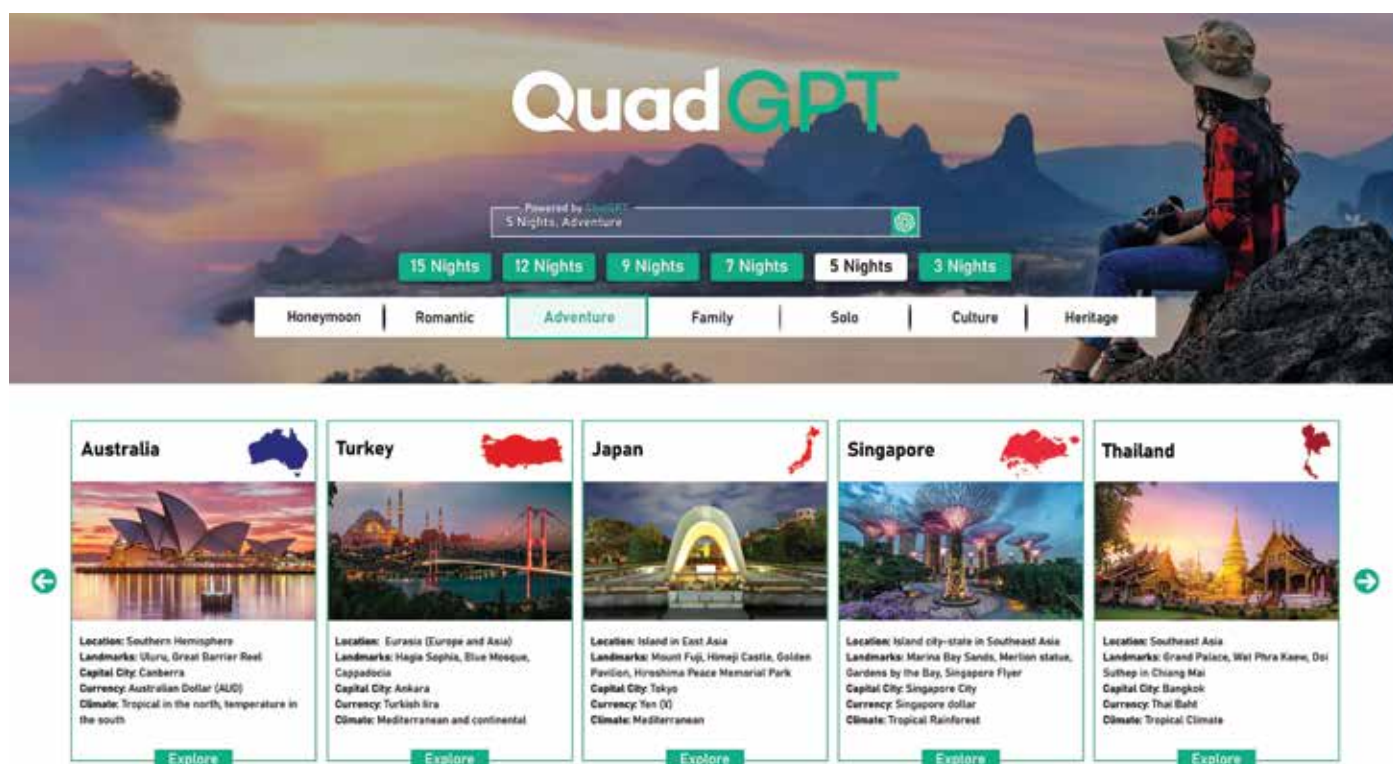
2. **Easy Booking:** Once you have created the itinerary, QuadGPT makes it easy to book flights, hotels, and activities in just a few clicks. No more browsing through multiple websites or dealing with confusing booking processes - QuadGPT simplifies the entire travel booking experience.

QuadGPT is the ultimate travel companion for anyone who wants to experience the world on their terms. With its innovative technology, personalized recommendations, and easy booking process, QuadGPT will make travel dreams a reality. Stay tuned for its upcoming release and get ready to experience a new level of travel planning!

"I am thrilled to announce the launch of QuadGPT, our cutting-edge travel product that offers a personalized and real-time travel experience like no other. At QuadGPT, we are committed

to making travel planning and booking easy, convenient, and enjoyable for everyone. We believe that travel should be about experiencing new places and cultures, not about the stress of planning. QuadGPT is powered by ChatGPT & designed to help the customers plan and book their travel effortlessly, allowing them to focus on creating unforgettable memories", said Gaurav Chiripal, CEO of QuadLabs Technologies Pvt Ltd.

QuadLabs Technologies headquartered in India is a premier travel technology company with a focus on delivering world-class technology products to the travel industry. We specialize in intelligent & highly scalable solutions which have a high degree of adaptability to distinct business processes within the travel domain. The product is a proven platform with several deployments across the Middle East, Australia, Europe, USA, Asia, Africa, and Latin America and is highly adapted by each market.



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